

Puerto Rico

RICO

ANNUAL CONVENTION 2023



Sponsorship Opportunities

www.satw.org



Dear Friend of SATW,

As the 2022-2023 SATW President, I am honored to serve this great organization. This past year, we resumed international events, showcasing our resilience and strength of our community, none of which would have been possible without your generous support.

Over the years, SATW has raised the bar on what we offer the travel community, offering valuable networking events, and professional development opportunities and expanding our membership globally. This year, we are excited to announce diverse sponsorship opportunities including Annual, Convention, Webinar and Virtual Media Marketplace sponsorships. We invite you to partner with SATW and become a 2023 SATW Sponsor.



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM

- **Annual Sponsorships** include year-round benefits to advertise your company and membership benefits. These packages combine convention, webinar, and membership values all in one convenient package.
- **Convention Sponsorships** are specifically tailored to have your company promoted at our 2023 Annual Convention, taking place in Puerto Rico from September 7-11, 2023. This four-day event typically has more than 300 attendees, and is composed of travel media and PR professionals.
- **Webinar Sponsorships** increase your visibility directly with SATW members with 70-100 members attending each session! Either take over an entire webinar, or sponsor the introduction.
- **Virtual Media Marketplace Sponsorship** is available to one exclusive sponsor to take over the virtual space and present to our members! Last year, attendance reached nearly 250 members and we anticipate even more this year.
- **SATW Directory Sponsorship** is a new, exclusive opportunity for a company to claim a prime, full-color advertising spot at the top of the SATW digital membership directory. SATW members value the directory as one of their most coveted benefits to connect with our nearly 1,000 members.

Thank you in advance for considering sponsorship of SATW. We believe you will find our events, resources and benefits a great way to connect with the travel industry. Your generous support will help us achieve our mission - To Inspire Travel Through Responsible Journalism. We look forward to an exciting year of being together in collaboration!

Thank you,
Kim Foley MacKinnon,
2022-2023 SATW President



Why Sponsor SATW?

SATW is a professional association made up of 1,000 qualified* journalists, photographers, editors, digital publishers, public relations experts, destination representatives, broadcasters, mostly from the United States and Canada, who make a living through creating and disseminating travel content.

Founded in 1955, SATW comprises Travel's Most Trusted Voices and focuses on its simple and worthy mission: To Inspire Travel Through Responsible Journalism.

This is your opportunity to reach travel writers from the most influential media outlets in the world.

Our members represent, and are, many of the most influential content producers in the travel industry. Their work can be seen in the world's most prestigious and popular print, digital and broadcast channels including but not limited to:

Newspaper (print & digital):

Chicago Tribune
Miami Herald
NY Times
San Francisco Chronicle
Toronto Star
Vancouver Sun
Washington Post
Philadelphia Inquirer
Globe and Mail (Canada)
Dallas Morning News
Boston Globe
Toronto Sun
Montreal Gazette

Magazines (print & digital):

Travel + Leisure
Condé Nast Traveler
Afar
Southern Living
Canadian Automobile Association
Westways and affiliated
AAA magazines
Wine Spectator
Bold Magazine (Canada);
many regional and specialty
magazines such as Dreamscapes
(Canada)
Nuvo
Luxe Beat
Virtuoso Life
AARP
Hemispheres

Online:

USA Today
10Best
Robbreport
CruiseCritic
Ebony
fwtmagazine
Frommers
AARP
CAA
Architectural Digest Atlas Obscura
BBC
CNN
National Geographic
Lonely Planet
The Points Guy
Travel Weekly
The Caribbean Journal
Refinery 29

Digital Publishers:

Everything Everywhere Daily
Podcast
Kids Are a Trip
Stuffed Suitcase
Carpe Diem Our Way
Families Go Travel
Divergent Travelers
Traveling with MJ
Travel Past 50
World Footprints
Getaway Mavens
Wander With Wonder
Curb Free with Cory Lee
The Travel Bite
Journey Woman
Travel Babbo
Going Awesome Places

Broadcast:

NY1
CBC (Canada) HLNTV
iHeart Radio
Breakfast Television Toronto
OnTravel.com
CTV News (Canada)
Travel Writers Radio
CJAD Radio Montreal
Global News (Canada) WDUN
NPR
AM 640 News Toronto
and numerous morning TV shows
throughout North America

Travel Books (print & digital):

100 Best Places to Retire
(as well as many other titles in
the 100 Best series)
Frommer's Guides
Fodor's Guides
Insider's Guides
Lonely Planet Guides
Rand McNally
National Geographic

**All SATW members are required to qualify for initial membership and again every two years.*



Annual Partnerships

	Ambassador Elite	Titanium Elite	Platinum Elite
	SOLD \$10,000 EXCLUSIVE	\$7,500 TWO AVAILABLE	\$5,000 UNLIMITED
Total Value	\$13,500	\$9,000	\$6,300
Advertising			
Website (1 Year) Acknowledgement of sponsor on SATW website year-round	Recognized as Ambassador Elite Sponsor with Linked Logo on Home & Sponsor Page	Recognized as Titanium Elite Sponsor with Linked Logo on Home & Sponsor Page	Recognized as Platinum Elite Sponsor with Linked Logo on Home & Sponsor Page
Newsletter Ad	4 Primary Ad Placement	2 Primary Ad Placement	1 Primary Ad Placement 1 Secondary Ad Placement
E-Blasts	3 promotional eblasts to SATW members and contacts	1 promotional eblast to SATW members and contacts	
Membership Directory Ad	Full-page color ad	Half-page color ad	
Social Media	Press release and social media announcement about your Sponsorship	Press release and social media announcement about your Sponsorship	Press release and social media announcement about your Sponsorship
Membership			
Organizational	1 Organizational Membership (1 year - 3 members)		
Individual		2 Individual Memberships	1 Individual Membership
Webinar			
Exclusive Webinar	1	1	
Presenter	1		1
Registration	6 Complimentary	4 Complimentary	3 Complimentary
Annual Convention			
Recognition at Convention	Recognized as Ambassador Elite Sponsor with Logo in slidedeck	Recognized as Titanium Elite Sponsor with Logo in slidedeck	Recognized as Platinum Elite Sponsor with Logo in slidedeck
Media Marketplace	1 Table at a key location	1 Table at a key location	1 Table at a key location
Registration	1	1	1
Virtual Media Marketplace			
Registration	3 Complimentary	2 Complimentary	1 Complimentary

Webinar Sponsorships

	Exclusive Webinar	Presenter
	\$2,000 Each	\$1,500 Each
Total Value	\$4,000	\$2,500
Pre-Event		
Company recognized on registration page for sponsored program, hyperlink to company URL/landing page	✓	✓
Sponsor company link and logo included in mentions on communications with members regarding sponsored program	✓	✓
Sponsor logo included within registration program promotion – invitation, confirmations	✓	✓
Thank you to our sponsors included in newsletter with sponsor company link and logos	✓	✓
Program		
Complimentary Webinar Registrations	3	3
Verbal acknowledgement of the sponsor including one company representative by SATW President or Moderator	✓	✓
Opportunity to welcome attendees. May include introduction video (approx. 1-3 minutes)		✓
Sponsored Content: You pick the topic, speakers, format determined by sponsor (all above to be preapproved by SATW) * Presentation 45 minutes in length	✓	
Post-Event		
Thank you acknowledgement to sponsor of program included in all post communications including social media, content recording and survey	✓	✓

Note: Webinars are typically held bi-weekly on Tuesdays at 1:00 pm ET.

Quick Facts:

- 70-100 Freelance Writers, Editors, Digital Publishers and Associates attend each webinar
- Webinar E-Blasts have a 75% open rate
- Each Council provides content for our Professional Webinar Series
- SATW has approximately 1,000 members with over 75% being website owners, photographers, journalists, freelance writers, editors, digital publishers, videographers, and more. The remainder of members are public relations professionals, DMOs, and CVBs.



Convention Sponsorships

Title Sponsor | \$20,000

Total Value | \$25,620

Awards Dinner

- Company logo on signage for the event
- Opportunity to address attendees during the Awards Dinner Gala (1-3 minutes, may include a video)
- Opportunity to drop an approved item for attendees during the dinner
- Two seats at the Awards Dinner Gala head table

Convention Advertising

- Recognized as the Title Sponsor in SATW bi-monthly e-newsletter during the months leading up to and the month of the Convention
- Recognition in the Convention schedule on the mobile app, on the convention webpage, and on marketing materials
- Daily e-newsletter sponsor, includes a banner ad in the daily e-newsletter sent to each attendee during the Convention
- Acknowledgment as the Title Sponsor in all Convention marketing material
- Linked company logo on the Convention website
- A full-page ad in the Member Directory
- 3 Social Media Posts on SATW channels promoting sponsor

General Convention Benefits

- One complimentary attendee registration
- Table at a key location at the Media Marketplace
- Opportunity to provide an item for the Convention bag
- Prominent onsite signage and podium recognition

Membership

- One Organizational Membership (1 year - 3 members)





Convention Sponsorships

Presenting Sponsor | \$15,000

Total Value | \$21,000

Welcome Address

- Includes the opportunity to address the Convention attendees and show a promotional video (1-3 min)
- Company logo on signage at the Welcome Address

General Convention Benefits

- One complimentary attendee registration
- Table at a key location at the Media Marketplace
- Opportunity to provide an item for the Convention bag
- Prominent onsite signage and podium recognition

Convention Advertising

- Recognized as the Presenting Sponsor in SATW bi-monthly e-newsletter during the months leading up to and the month of the Convention
- Recognition in the Convention schedule on the mobile app, on the convention webpage, and on marketing materials
- Convention e-newsletter sponsor, includes a banner ad in the Convention e-newsletter sent to each attendee during the Convention
- Acknowledgment as the Presenting Sponsor in all Convention marketing material
- Linked company logo on the Convention website

Membership

- One Associate Membership (1 year - 1 member)

Media Marketplace Sponsor | \$12,500

Total Value | \$17,000

Media Marketplace Benefits

- Company logo on signage at the Marketplace
- Company logo on beverage napkins, bar, and on-screen during Marketplace
- Signature drink at marketplace, you choose the name
- Recognition on all Media Marketplace communications
- Opportunities to incorporate activities during marketplace

General Convention Benefits

- One complimentary attendee registration
- Table at a key location at the Media Marketplace
- Prominent onsite signage and podium recognition

Convention Advertising

- Recognized as the Media Marketplace Sponsor in SATW Media Marketplace Communications
- Acknowledgment as the Media Marketplace Sponsor in all Convention marketing material
- Linked company logo on the Convention website

Membership

- One Associate Membership (1 year - 1 member)





Convention Sponsorships

Awards Cocktail Reception Sponsor | \$10,000

Total Value | \$13,500

Awards Cocktail Reception Benefits

- Company logo on signage for the event
- Company logo on beverage napkins, bar, and on-screen during Awards Cocktail Reception
- Signature drink at Awards Reception, you choose the name

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as the Awards Cocktail Reception sponsor in Convention e-mails
- Acknowledgment as the Awards Cocktail Reception Sponsor in all Convention marketing material
- Linked company logo on the Convention website

Farewell Reception Sponsor | \$10,000

Total Value | \$13,500

Farewell Reception Benefits

- Opportunity to address attendees during the Farewell Reception (1 minute) and show a promotional video (1-3 minutes)
- Opportunity to drop approved item during the Farewell Reception

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as the Farewell Reception in Convention e-mails
- Acknowledgment as the Farewell Reception Sponsor in all Convention marketing material
- Linked company logo on the Convention website





Convention Sponsorships

Council Meetings Sponsor | \$7,500

Total Value | \$11,000

Council Meetings Benefits

- Opportunity to address attendees (1-2 minutes) during the four council meetings
- Escorted to the meeting and introduced to the Council by the SATW President
- Opportunity to distribute material or other handout at each meeting

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising Value

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Chapter Meetings Sponsor | \$7,500

Total Value | \$11,000

Chapter Meetings Benefits

- Opportunity to address attendees (1-2 minutes) during the four chapter meetings
- Escorted to the meeting and introduced to the Council by the SATW President
- Opportunity to distribute material or other handout at each meeting

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website





Convention Sponsorships

Professional Development Session Sponsor | \$2,500*

* Discounts given for purchasing multiple sessions, **ONLY 4 LEFT**

Total Value | \$5,000

PD Session Sponsor Benefit

- Acknowledgement of sponsorship by session moderator at the start of the session
- Opportunity to address attendees (1-2 minutes)
- Opportunity to drop an approved item in the breakout session

Convention Advertising

- Recognized as the Professional Development Session Sponsor in Convention e-mails
- Acknowledgment as the Professional Development Session Sponsor in all Convention marketing material
- Linked company logo on the Convention website

Registration Sponsor | \$5,500

Total Value | \$7,000

Registration Sponsor Benefits

- Table with signage near registration desk to welcome all attendees
- Table may distribute one item to attendees (approved by SATW)

Convention Advertising

- Recognized as the Registration Sponsor in Convention e-mails
- Acknowledgment as the Registration Sponsor in all Convention marketing material
- Linked company logo on the Convention website





Convention Sponsorships

Wifi Sponsor | \$5,000 (per day)*

* Discounts given for purchasing multiple days.

Total Value | \$7,000

Wifi Sponsor Benefits

- Your customized Wi-Fi password given to all attendees. Wi-Fi login information will be included in the daily Conference e-newsletter and onsite signage.

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing materials
- Linked company logo on the Convention website

Mobile App Sponsor | \$6,000

Total Value | \$7,000

Mobile App Sponsor Benefits

- Includes exclusive branding on the mobile app to include a banner ad and your logo on the splash screen
- Recognition of your sponsorship is included in pre-convention emails sent to attendees with mobile app instructions

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Hospitality Room Sponsor | \$7,500

Total Value | \$9,000

Hospitality Room Sponsor Benefits

- Company logo on signage in room for entire convention
- Company logo on beverage napkins
- Dedicated table for brochures and handouts

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website





Convention Sponsorships

Convention Bag Sponsor | \$8,500*

**Cost of Convention Bag Included*

SOLD

Total Value | \$11,000

Convention Bag Sponsor Benefits

- Includes your company logo (one-color imprint) on all bags purchased by the association and given to attendees at check-in and used to gather items throughout the Convention.
- Sponsor may include one promotional item for the bag.

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Name Badge Holder Sponsor | \$5,000

Total Value | \$6,000

Name Badge Sponsor Benefits

- Have your company logo conveniently displayed on all attendee badges. Each attendee will receive their badge during registration and will wear it throughout the duration of the convention.

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Note Pads & Pens Sponsor | \$5,000*

**Cost of Note Pads & Pens Included*

Total Value | \$8,000

Note Pads & Pens Sponsor Benefits

- Have your company logo on all the conference notepads and pens given to attendees in tote bags at check-in. You'll also be providing a valuable resource for attendees to use as they take notes throughout the conference.

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website





Convention Sponsorships

Water Bottle Sponsor | \$7,000

Total Value | \$8,000

Water Bottle Sponsor Benefits

- Logo on water bottle, distributed in convention bag

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Eco-Friendly Sunscreen Lotion Sponsor | \$7,000

Total Value | \$8,000

Sunscreen Sponsor Benefits

- Logo on suntan lotion, distributed in convention bag

General Convention Benefits

- One complimentary attendee registration
- Table at the Media Marketplace

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Travel Hand Sanitizer Sponsor

\$6,000*

**Cost of Travel Hand Sanitizer Included*

Total Value | \$8,000

Travel Hand Sanitizer Sponsor Benefits

- Logo on hand sanitizer, distributed in convention bag

Convention Advertising

- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

Mobile App Advertising | \$500

- The convention Mobile App is used in place of a printed program. Every attendee will use the App all day to keep track of programs, time and places to be. Use this opportunity to catch their attention. Artwork and copy due by August 12.

Item in Convention Bag | \$800

- SATW will place your item in the convention bag that is given to each attendee at the Annual Convention. Material must be pre-approved by SATW and sponsor is responsible for any shipping and handling charges.

Custom Sponsorship

- Becoming a sponsor or advertiser with SATW is the best way for you to get your brand in front of the most influential journalists, public relations experts and destination representatives in the travel industry. Want to become a sponsor, but have another idea? Reach out to us at info@satw.org for custom package opportunities.

SATW Directory Sponsorship

Exclusive Sponsorship | \$20,000

Total Value | \$25,000

Directory

- Full color, static image on the top of the SATW digital membership directory, used by every SATW member for one year, beginning the month payment is received

Advertising

- Company Logo with link in the following areas:
 - SATW Website home page
 - SATW 4 Bi-weekly Newsletters
- 5 promotional e-blasts to SATW members, reviewed and sent by SATW HQ
- Press release and social media announcement about your Sponsorship

Membership

- Organizational Membership: 3 members of the organization. All SATW memberships end December 31.
- Webinar:
 - 1 Exclusive Webinar
 - 10 Complimentary Registrations for webinars throughout the year, beginning during the month payment is received

Annual Convention

- Recognition on Convention App as SATW Directory Sponsor
- Recognition in General Session Convention Slideshow
- One Table at key location for Media Marketplace
- One Complimentary Registration

Virtual Media Marketplace

- 2 Complimentary Registrations



Virtual Media Marketplace Sponsorship

Exclusive Sponsorship | \$15,000

Total Value | \$18,000

SOLD

Pre-Event

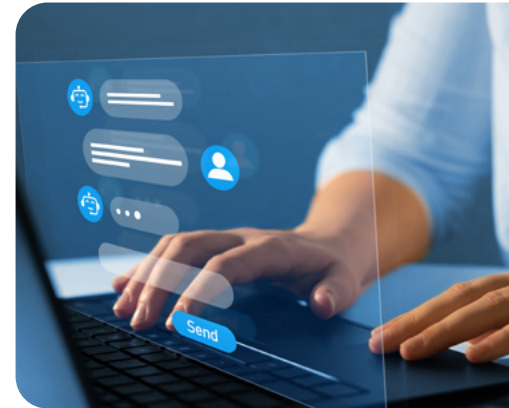
- Company logo with link on SATW's website, in the Media Marketplace Portal, and on appointment confirmation emails
- Recognition in four SATW bi-weekly newsletters leading up to the virtual event
- Banner or Header/Footer ad within Media Marketplace Portal
- One Organizational Membership (1 year - 3 members)
- One complimentary registration for Virtual Media Marketplace

Virtual Happy Hour

- Introduction to attendees by SATW President or moderator
- Opportunity to welcome attendees and show a promotional video (may include a video approx. 1-3 minutes)

Post-Event

- Thank you email with promo to attendees (to be approved and sent by SATW)
- Company logo on post-event survey
- Social media post in December
- Banner ad in bi-weekly newsletter for Q1 2024



Quick Facts:

- Anticipating more than 250 active and associate members attending
- Up to 11 appointments per member
- Exclusive SATW member only event!
- All members attending have met the SATW qualification requirements
- Member base is GLOBAL, with over 85% of members based in the US and 15% based in Canada
- SATW has approximately 1,000 members with over 75% being website owners, photographers, journalists, freelance writers, editors, digital publishers, videographers, and more. The remainder of members are public relations professionals, DMOs, and CVBs.



Thank You to SATW 2022 Sponsors



Presenting Sponsor



Media Marketplace Sponsor



Awards Cocktail Reception Sponsor



Convention Bag Sponsor



Council Meetings Sponsor



Name Badge Sponsor



Notepad and Pen Sponsor



Meet the Editors Sponsor



Board Lunch and Media Bag Insert Sponsor



Media Marketplace Bar Sponsor



Mobile App Banner Ad Sponsor



Virtual Media Marketplace Sponsor



Webinar



Webinar