



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM

SATW 2024 Partnership and Advertising Opportunities

**For Tourism Boards, Brands
and Other Partners**



**For additional questions contact Rachel Celentano, Sales Director
at RCelentano@SATW.org**

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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. To ensure our members are active and held to a high, verified standard, SATW requires all members to qualify for initial membership and requalify for membership every three years.

Founded in 1955, SATW comprises Travel's Most Trusted Voices and focuses on its simple and worthy mission:

To Inspire Travel Through Responsible Journalism.

Our members represent, and are, many of the most **influential content producers** in the travel industry. Sponsorship with SATW increases your exposure to these members and supports SATW as an organization. Supporting SATW is supporting the travel industry, as our writers promote travel to destinations around the world. Their work can be seen in the world's most prestigious and popular print, digital and broadcast channels including but not limited to:

The Boston Globe, Chicago Tribune, The New York Times, The Globe and Mail (Canada), The Toronto Star, AARP The Magazine and AARP.com, Travel + Leisure, Conde Nast Traveler, Bloomberg Businessweek and Bloomberg Pursuits, AFAR, Southern Living, Westways, BBC Travel, Ebony, Cnn.com, The Points Guy, Lonely Planet, National Geographic, Frommers.com, Wine Spectator, NPR, 10Best.com, CruiseCritic.com, USA Today, Everything Everywhere Daily Podcast, and more!

These outlets share information with your target audience.

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

Travelers are our readers. Armchair travelers, dreamers, active travelers, couples, families, solo travelers, seniors and everyone in between read our stories.

Partner with SATW and together, we will promote travel around the world.



Supporting
SATW is
supporting
the travel
industry

AARP®

AFAR

The
Boston
Globe

Chicago Tribune

Condé Nast
Traveler

cruisecritic

lonely planet

NATIONAL
GEOGRAPHIC

The
New York
Times

THE
POINTS
GUY

TORONTO STAR

TRAVEL+
LEISURE

Dear Friend of SATW,

As the 2023-2024 SATW President, I am honored to serve this great organization and to work with partners like you. 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 reap the benefits (and ROI) of being a 2024 SATW Sponsor.



- **Annual Sponsorships** include opportunities to promote your company year-round. There are several discounted packages available that combine convention, webinar, and membership visibility. SATW takes pride in its 75% email open rate and our email platform is a great vehicle to have your company seen by hundreds of travel industry professionals.
- **Convention Sponsorships** are specifically tailored to promote your company at our 2024 Annual Convention, taking place in İstanbul, Türkiye from November 12-16, 2024. This four-day event typically has more than 300 attendees, and is attended by 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 for the virtual space and to present to our members – at least 250 attend annually.
- **Sustainability Sponsorship** is a new sponsorship involving development of a sustainability & travel-focused session at our convention, where experts and thought leaders gather to discuss and share insights on environmental challenges and solutions in the travel industry.
- **Custom Packages** are always available. Becoming a sponsor or advertiser with SATW is the best way to reach travel writers from the most influential media outlets in the world. Don't see a package that fits your needs or in your budget? Please contact Rachel Celentano at rcelentano@satw.org for custom package opportunities.

Thank you for your continued consideration to partner with SATW. You will find our events, resources and benefits a great conduit to a variety of connections within the travel industry. We look forward to an exciting year of collaborating with you and providing strong return on your investments in our community.

Thank you,
Lydia Schrandt
2023-2024 SATW President



Annual Partnerships

SOLD

	Pioneer	Gold	Silver	Bronze
	\$15,000 EXCLUSIVE	\$10,000 TWO AVAILABLE	\$7,500 UNLIMITED	\$5,000 UNLIMITED
Total Value	\$20,000	\$13,500	\$9,000	\$6,300
Advertising				
Website (1 Year) Acknowledgement of sponsor on SATW website year-round	Recognized as Diamond Partner with Linked Logo on Home & Sponsor Page	Recognized as Gold Partner with Linked Logo on Home & Sponsor Page	Recognized as Silver Partner with Linked Logo on Home & Sponsor Page	Recognized as Bronze Partner with Linked Logo on Home & Sponsor Page
Newsletter Ad	6 Primary Ad Placements	4 Primary Ad Placement	2 Primary Ad Placement	1 Primary Ad Placement 1 Secondary Ad Placement
E-Blasts	4 promotional eblasts to SATW members and contacts	3 promotional eblasts to SATW members and contacts	1 promotional eblast to SATW members and contacts	
Print Membership Directory Ad	Full-Page color ad	Full-page color ad	Half-page color ad	
Digital Membership Directory	Color, static image on the top of the SATW digital membership directory, used by every SATW member for one year			
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	Press release and social media announcement about your Sponsorship
Membership				
Organizational	1 Organizational Membership (1 year - 3 members)	1 Organizational Membership (1 year - 3 members)		
Individual			2 Individual Memberships	1 Individual Membership
Webinar				
Exclusive Webinar	1	1	1	
Presenter	2	1		1
Registration	8 Complimentary	6 Complimentary	4 Complimentary	3 Complimentary
Annual Convention				
Recognition at Convention	Recognized as Diamond Partner with Logo in slidedeck	Recognized as Gold Partner with Logo in slidedeck	Recognized as Silver Partner with Logo in slidedeck	Recognized as Bronze Partner with Logo in slidedeck
Media Marketplace	1 Table at a key location	1 Table at a key location	1 Table at a key location	1 Table at a key location
Registration	2	1	1	1
Virtual Media Marketplace				
Registration	3 Complimentary	3 Complimentary	2 Complimentary	1 Complimentary

Webinar Sponsorships

- 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, destination management organizations, and CVBs.
- Our webinars e-blasts have a high, 75% open rate and attract 70-100 Freelance Writers, Editors, Digital Publishers and Associates per webinar.
- Our Professional Development Webinar Series provides:
Skill Enhancement: Webinars often focus on specific aspects of travel writing, such as storytelling, photography, or marketing. Attending a series allows writers to sharpen their skills and stay up-to-date with industry trends.

Expert Insights: Webinars are typically hosted by experienced travel writers, editors, or industry professionals who share their knowledge and insights. Participants can gain valuable advice and learn from the experiences of successful writers.

Networking Opportunities: Webinars often provide a platform for participants to interact with speakers and fellow attendees. Building a network within the travel writing community can lead to collaboration opportunities, job referrals, and partnerships.

Time and Cost-Efficient: Webinars are cost-effective and eliminate the need for travel, making professional development more accessible. They are recorded, allowing participants to review the content at their convenience.

Industry Updates: The travel industry is constantly evolving. Webinars can provide writers with the latest information on travel trends, destinations, and publishing opportunities.

Diverse Perspectives: Webinars often feature speakers from various backgrounds and niches within travel writing. This diversity of perspectives can broaden participants' horizons and introduce them to different writing styles and markets.

- Become part of this initiative by sponsoring our Professional Development Series by becoming a Presenter or host an Exclusive Webinar!

		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.

November 12-16



Convention Sponsorships

SATW is pleased to offer packages specially curated to increase your impact and expand your brand awareness during the Convention. Don't see a package that interests you? Let's work together to find a solution. Contact Rachel Celentano at RCelentano@SATW.org.

All sponsorships are exclusive unless otherwise noted.

Convention Quick Facts:

Signature Events: SATW presents an opening ceremony, evening awards event and awards reception. These events are opportunities to have all eyes on you, as the sponsor, to address over **250 travel media and PR professional attendees**.

Media Outlets: 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**. Schedule meetings with our members at our **Media Marketplace** during the convention.

Professional Development Panels: SATW hosts PD Sessions covering hot topics in the travel industry. These topics include Diversity in Travel, Sustainability, Artificial Intelligence in Journalism, an interactive Meet the Editors Panel and destination specific content. Don't miss the chance to partner with us and sponsor our PD Sessions.

Chapters & Council Meetings: SATW is comprised of Chapters, based on member location, and Councils, based on member specialty. SATW has four Chapters (Canadian, Central States, Eastern and Western) and four Councils (Associates, Digital Publishers, Editors and Freelance). During the Annual Convention, each chapter and council gather for their perspective meetings. This offers a unique opportunity for Chapter and Council Sponsors, as you can tailor your speech to each audience.

Convention Advertising: Your advertising reaches beyond the convention with our pre-convention e-blasts, with our emails reaching our 1,000 members specializing in travel freelancing, editing, digital publishing and media. In addition, your logo on our convention website reaches over 4,000 website visitors weekly. This benefit is included in all of our convention sponsorship packages.

Continue to learn about our SATW Annual Convention Sponsorships!





November 12-16



Convention Sponsorships

Signature Sponsorships

Our Signature Sponsorships for the SATW Annual Convention include:

- Recognized 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, convention webpage, and marketing materials
- 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

Select Your Signature Sponsorship:

Title Opportunity | \$20,000 Total Value | \$25,620

Awards Dinner: Includes the opportunity to address attendees or submit a 1-3 minute video before announcing the SATW Muster and Phoenix Award winners. In addition, enjoy year-round benefits such as one full-page ad in the SATW Directory, 3 social media posts, banner ad in the daily e-newsletters leading up to the event and one organizational membership (1 year - 3 members).

Opening Ceremony Opportunity | \$15,000 Total Value | \$21,000

Welcome Address: Includes the opportunity to address Convention attendees at the Welcome Address, show a promotional video (1-3 min) and year-round benefits including one organizational membership (1 year - 3 members) and one newsletter highlight.

Meet The Editors Sponsor | \$15,000 Total Value | \$21,000 **SOLD**

Meet The Editors: Welcome all attendees and show a promotional video (1-3 min.) at the Meet the Editors session, where A-list editors from travel and lifestyle publications speak and discuss the types of stories they're looking for, how best to get in touch, and, most importantly, pay rates. This is a highly popular session that attracts a high volume of freelance writers, photographers, digital publishers and editors. This sponsorship includes one organizational membership (1 year - 3 members) and one newsletter highlight.

Media Marketplace Sponsor | \$12,500 Total Value | \$17,000

Media Marketplace: Includes company logo on bar signage and on-screen during Marketplace. Be creative by designing a special signature drink at marketplace, you choose the name!

The Media Marketplace uses a separate platform for scheduling appointments. You'd receive additional exposure by being recognized on all Media Marketplace communications prior to the convention.

Additionally, you have the opportunity to incorporate an activity during marketplace! Have fun with it - you could incorporate a giveaway during a break and more!

This sponsorship includes one Associate Membership (1 year - 1 member).



Convention Sponsorships

Sustainability Sponsorship | \$10,000

Total Value | \$15,000

Does your company have a focus on sustainability? This Sustainability Sponsorship is a NEW sponsorship for a sustainability & travel-focused session at our convention where experts and thought leaders gather to discuss and share insights on environmental challenges and solutions in the travel industry.

**NEW
OFFER**

Sustainability Sponsorship Benefits:

- Present a Professional Development Session (50 min. in length) focused on sustainability in the travel industry. You provide the content and panel!
Session attendance varies from 30-70 travel industry professionals!
- Make an impact and drop one item during the PD Session or convention bag for our attendees to remember you.
- Your logo on the Convention Website associated with the PD Session, Convention App and signage outside the session.

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

Membership

- One Associate Membership (1 year - 1 member)





2024 ANNUAL CONVENTION
TÜRKİYE

November 12-16



Convention Reception Sponsorships

Reception Sponsor | \$7,500

Total Value | \$13,500

** Discounts given for purchasing multiple sessions*

All Convention Reception Sponsorships include:

- Your company logo on bar signage and on-screen during Reception
- Signature drink at the Reception, you choose the name
- Company logo on signage for the event
- One complimentary attendee registration
- Table at Media Marketplace
- Recognized as the reception sponsor in Convention e-mails
- Acknowledgment as the Reception Sponsor in all Convention marketing material
- Linked company logo on the Convention website

SOLD

Select Your Reception Sponsorship:

Opening Reception: Welcome attendees after the opening ceremony with your cocktail!

Awards Reception: Say congratulations to all award nominees, winners, spectators with a cocktail sponsored by you.

Closing Reception: Thank attendees for their participation in the SATW Annual Convention with a sponsored farewell cocktail.





Convention Sponsorships

Meetings Sponsor | \$7,500

Total Value | \$11,000

Meetings Benefits

- Opportunity to address attendees (1-2 minutes) during the four meetings
- Escorted to the meeting and introduced to the meetings 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

Please select your Meetings Sponsorship

Council Meetings Sponsor: The Society of American Travel Writers is made up of four major divisions known as Councils. Each Council provides a place for members in that segment of the industry to meet and discuss issues and to obtain skills training relevant to what they do for a living. Active members may belong to either the Freelance Council or Editors Council, while public relations professionals belong to the Associates Council. Each Council holds a meeting at the SATW Annual Convention. Help us support our Councils by sponsoring our Council Meetings. This is your opportunity to address each council by welcoming our members and showcasing your company!

Chapter Meetings Sponsor: SATW is comprised of four geographical regions and three industry councils based on profession. Members belong to both a council and a chapter that each have designated meeting during the year in addition to the annual convention for all members. Introduce the Chapter meetings with a warm greeting from your company to connect with our member at the Chapter-level.

Professional Development Session Sponsor: SATW hosts PD Sessions covering hot topics in the travel industry. Past topics include Diversity in Travel, Sustainability, Artificial Intelligence in Journalism, and destination specific content. Select four sessions to introduce as a sponsor. Don't miss the chance to partner with us and sponsor four PD Sessions!





Convention Sponsorships

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.

Name Badge Holder Sponsor | \$5,000 **SOLD**

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 | \$3,500*

**Cost of Note Pads & Pens Included*

Total Value | \$5,500

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

Mobile App Sponsor | \$3,500

Total Value | \$5,500

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

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.



November 12-16



Convention Sponsorships

Photobooth Sponsor | \$3,500

Total Value | \$5,500

Photobooth Sponsor Benefits

- Opportunity to set-up photobooth near Registration Desk with props to welcome guests.
- Table may distribute one item to attendees (approved by SATW)

Convention Advertising

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

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 Rachel Celentano at RCelentano@satw.org for custom package opportunities.



Virtual Media Marketplace Sponsorship

Exclusive Sponsorship | \$15,000

Total Value | \$18,000

This Virtual Media Marketplace will allow every single member of SATW a chance to connect, network and continue to build relationships. This is one more way for our community to do our work in the travel industry with our fellow SATW members.

Virtual Media Marketplace Sponsorship is available to one exclusive sponsor to take over the virtual space and present to our members!

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
- Multiple 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.

SATW Advertising

Website Banner Ads

SATW E-news

Bi-weekly e-newsletter distributed to 1,100 members and contacts. Two ad placements are available in each issue, Primary Placement Ads are located between the first and second major sections of the newsletter, and Secondary Placement Ads are located between the second and third major sections.

Primary Placement

- \$1,000 (2 issues)
- \$2,700 (6 issues)
- \$4,500 (12 issues)

Secondary Placement

- \$800 (2 issues)
- \$1,950 (6 issues)
- \$3,600 (12 issues)

Ads should be submitted as 1280 x 350 pixels, RGB color value, 25MB or less in .jpeg or .png format. All ads are due at least one week before the newsletters are distributed, the first Tuesday of the month or the third Tuesday of the month depending on the issue you are advertising.

Membership Directory

A year-round reference tool available in print and online with up-to-date information on more than 1,100 top travel writers. Showcase your organization to this influential group of content producers and the travel industry!

Visit <https://www.officialmediaguide.com/satw/> for more information.





Thank You to SATW 2023 Sponsors



Title Sponsor



Media Marketplace Sponsor



Convention Bag Sponsor



Eco-Friendly Sunscreen Sponsor



Ambassador Elite Sponsor



Meet the Editors Sponsor



**Professional Development
Session Sponsor & Platinum
Elite Annual Partner**



Platinum Elite Annual Partner