



# SPONSORSHIPS 2011

## The Opportunity

### Sponsorships & Partnerships

ALABAMA

ARKANSAS

FLORIDA

GEORGIA

KENTUCKY

LOUISIANA

MISSISSIPPI

NORTH CAROLINA

SOUTH CAROLINA

TENNESSEE

VIRGINIA

WEST VIRGINIA

For Information Contact

Chuck Bonelli, TMP | VP, Marketing  
(404) 364-9847P (404) 262-9518F

[www.SoutheastTourism.org](http://www.SoutheastTourism.org) | [Chuck@SoutheastTourism.org](mailto:Chuck@SoutheastTourism.org)

Reach Tourism professionals at STS's two Annual Conferences  
Target influential leaders at the quarterly STS Board Meetings  
Have year long impact with STS newsletters and webinars  
Make a lasting difference supporting STS Marketing College

### **Spring / Fall Meeting**

Presenting Sponsor  
Registration & Badges  
Conference Tote Bags  
Speakers/Program  
Shining Example  
Meals &/or Breaks  
Coach Transportation  
Exhibit Booth

### **Marketing College**

Wolf Mountain Reception / Social  
Wednesday Picnic  
Coffee Breaks  
Sunday Evening Coaches  
Family Style Dinner (Smith House)  
Bottled Water for the Week  
Wednesday Shuttles

### **Top 20 Events Program**

Presenting Sponsor

### **Sponsor STS**

Annual Recognition at Events

### **Advocacy**

Congressional Summit  
Federal Agency Guide (Publication)  
Presenting Sponsor  
Congressional Lunch  
Reception  
Sessions

### **STS Webinars**

(6 / Year)

Presenting Sponsor

### **Board Meetings**

(4 / Year)

Opening Reception  
Opening Dinner  
Board Dinner w/Reception  
Coach Transportation  
Board Notebooks  
Meeting Breaks

### **Newsletters**

















ETTS News (Consumer)  
Tourism Talk (Industry)  
Legislative Update (Members)  
Connections (Members)

*STS Sponsors enjoy access to decision-makers in Twelve southeast U.S. States representing a broad spectrum of travel & tourism entities including Destination Marketing Organizations, Attractions, Accommodations, Media, Industry Suppliers and interested individuals.*

*STS Sponsors are recognized for their unfailing support of the goals of STS: promotion of the southeast as the premier destination in the United States and the support of the industry that brings the southeast to the world.*

*Promote your company and reach the buyers of your products & services throughout the year with STS sponsorships...*

Benefits of sponsorship depend on level of sponsorship chosen, but may include:

-  *Build your own unique package to meet your strategic needs;*
-  *Multiple complimentary registrations or discounted registrations;*
-  *Welcome remarks or Session introduction, including 2-minute product/company promotion;*
-  *Public Acknowledgement and appropriate recognition with On-site signage;*
-  *Distribution of Collateral in Tote & at Registration;*
-  *Listing on STS web site page*
-  *Listing on meeting program and newly printed material;*
-  *Complimentary trade show booth;*
-  *Invitation to Board meeting;*
-  *Reserved seating at meal functions and events;*
-  *½ price for additional registrations;*
-  *Pre & post conference registration list;*
-  *Distinctive Name Badge;*
-  *Appropriate signage at your sponsored event; and*
-  *Renewal Rights - Right of first refusal for same sponsorship next year.*
-  *Permission to Publicize sponsorship to Clients;*

## **Spring & Fall Membership Meetings**

STS conferences have an established reputation for effective networking opportunities...

Meetings & Programs are attended by key industry experts and decision makers from throughout the Southeast and the nation who are committed to excellence... and

Conferences feature nationally known speakers and effective programs and are widely promoted to all industry sectors, government and private, involved in travel & tourism.

A wide variety of opportunities are available at the Spring Meeting (March) or Fall Meeting (September). All sponsorships include complimentary Trade show booth providing maximum delegate exposure and an optimal environment for marketing and appropriate acknowledgement throughout the meeting and during sponsored function. Additional benefits depend on level of sponsorship chosen. As soon as commitment is secured, all STS communications referencing the sponsored event will include the sponsors logo and/or name.

## **Marketing College**



In August, Dahlonega, GA, STS will again greet tourism industry professionals (students & professors) from all over the Southeast at the beautiful campus of North Georgia College & State University for one week of marketing techniques from all facets of the tourism industry. Our professors are working, experienced professionals from across the U.S. who bring expertise, real-world knowledge and experience to our classrooms.

## **Board Meeting (4 / Year)**

In March, June, September & December (June & December - board members and spouses only, March & September are held in conjunction with member meetings). The prime opportunity is for the first evening's reception & dinner, with around 50 people, and/or the lunch following the board meeting. As in each of the sponsorships, by agreeing, the sponsor would be highlighted as the sponsor to our board members in every communication and on the STS Calendar of Events. Additionally, you would be able to include an information packet for each board member. Also available are board notebook, coach transportation and meeting breaks.

## STS Top 20 Events



Southeast Tourism Society recognized the unique, diverse and unparalleled events in the region, and in 1985, began the Top 20 Events Program. This program brings more publicity and widespread recognition to the best events the Southeast had to offer. Throughout the year, STS selects 20 events per month and presents them on a quarterly basis to 1,600 newspapers, magazines, radio & TV stations... the combined circulation runs into the millions. Top 20 events are highlighted on literally hundreds of web sites and radio stations around the country and the world! This is a unique opportunity to be the presenting sponsor of one of the most respected festivals & events recognition programs in the world.

## ADVOCACY

### ***Southeast Tourism Policy Council***



The mission of the Southeast Tourism Policy Council to provide leadership that insures broad representation of tourism interests in the southeast, encourage partnerships between public and private sectors of tourism and advocate for sustainable economic growth in an environmentally responsible way.

Underwriting this important mission will ensure continuous representation in Washington, D.C., preparation and presentation of white papers and legislative alerts on topics of industry interest and the ongoing staffing of critical issues.

Take advantage of the opportunity to be present with us in Washington, DC at the Congressional Summit. This annual event takes on more meaning with the creation of the Southeast Tourism Policy Council founded following the Federal State Summit on Travel & Tourism. This year, besides bringing our representative the message of the tourism industry impact on the economy, we will be laying the ground work for our industry's future with sustainable tourism in our region through the STPC. The prime opportunity is for Presenting Sponsor but other opportunities include hosting the opening reception, educational sessions and also available is Host for the Congressional Reception or a private meal function with STS Leadership/Members & Congressional Delegates.

Additional opportunity includes sponsorship presence with the STPC Federal Agency Resource Guide. This publication is produced for members of Congress listing those federal agencies that work travel & tourism issues for our country.

## STS Webinars

**2010 Sponsor: The Eastern Band of Cherokee Indians**

Available as Individual or Annual sponsorship – this opportunity brings access to members and member prospects who are engaged in learning. Benefits for this sponsorship are unique with your affiliation reaching literally thousands of potential clients across the region and across the country.

The STS Professional Outreach Program (POP) or STS webinars feature free presentations for members and prospective members. Pre-Event promotion exposure reaches 65,000+ industry professionals - sent twice per event and includes opportunity to introduce your company and welcome the class, live, to the days event

Previous STS webinars (archived on SoutheastTourism.org) include:

- Deborah Stone, **Pineapple Public Relations**  
*The Evolution of Editorial Coverage*
- Mike Gamble, **SearchWide**  
*Finding, Recruiting and Retaining*
- Jim Brody, **TripAdvisor**  
*Maintaining Your Reputation Online*
- Chris Adams; **Miles Media**  
*Measure and Manage*
- Douglas Quinby; **PhoCusWright**  
*Travel Distribution Trends*
- Jack Yager; **SMITH**  
*Accountability: Am I Meeting My Goals?*
- Howard Tietjen; **Madden Media**  
*Search Engine Marketing*
- C.A. Clark; **Miles Media**  
*Help Me Understand Social Media*
- Judy Randall; **Randall Travel Marketing**  
*Hunker Down Tips / Lodging survey*  
*Travel Trends for 2010*
- Berkeley Young; **Young Strategies**  
*Transumers and the new travel experience*
- Steve Morse; **University of Tennessee**  
*Protecting Your Tourism Budget*

**Corporate Partners** and STS work in unity to lead our respective industries to attain common industry and Society goals. Your commitment brings a number of direct benefits designed to increase the value of your association with STS. While these many benefits are important, there are many indirect, non-tangible benefits that allow your organization to play a leadership and support role within our association while enhancing your corporate goals in a variety of ways.

Corporate Partnership encourages the involvement of more of your key people in a greater variety of programs, and heightens your visibility as a leader in our Society and industry.



*Wouldn't your Logo look good here?*

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## Pricing Guidance

Spring / Fall Meeting

\$200 - \$15,000

Marketing College

\$500 - \$20,000

Top 20 Events Program

\$20,000

Sponsor STS

\$7,500

Advocacy

\$500 - 20,000

STS Webinars

\$1,000 - \$6,000

Board Meetings

\$500 - \$8,500

Newsletters

\$500 - \$1,500

Design Your Own

Priceless