Program Sponsorship

We believe it’s in our best interest to support the destinations we all depend on so that communities, travelers and businesses can prosper. Through convening, educating and motivating, together we can make a positive impact through travel.

Sponsorship of Tourism Cares programs provides an opportunity for companies to choose the causes, destinations or programs that are more closely aligned with their sustainability goals.

From signature events to ongoing programs, sponsorship is available at a number of different price-points to allow companies of all sizes to engage.

Event and program sponsorship allows Tourism Cares to make an immense positive impact - directly investing in communities and ensuring the impact of the travel industry is long-lasting and far-reaching.

Read more to see what is available in 2020/21.
By harnessing the collective power of the industry for a common purpose, we can tackle some of the seemingly unmanageable issues facing destinations. Our Meaningful Travel Summits provide not only immediate impact through volunteering but help create lasting impact by leveraging the power of the travel and tourism industry.

As a destination with incredible natural assets, it’s not hard to see why North Lake Tahoe is considered one of the most beautiful places in the world. But Lake Tahoe remains pristine because of the commitments of local businesses and individuals to keep Lake Tahoe blue.

We will focus our work and conversations around water, climate change, forest health and how a destination like Lake Tahoe overcomes the challenges created as a popular tourism destination. What lessons can we as a greater industry learn from our colleagues and destination partners? Join us in North Lake Tahoe for two days of inspiration and action.
All sponsors receive the following base benefits package:

+ Complimentary registrations to attend (see levels below for number of included registrations)
+ Logo/listing recognition on-site at the program, Tourism Cares website, event app and event communications
+ Logo inclusion on the official program t-shirt
+ Listing in press release and media communications
+ Form press release to share with your community
+ Individual attendee recognition as a sponsor on-site

*Please note: recognition and logo placement is based on sponsorship level, listed below.

Sponsorship Levels

**Platinum: $30,000**

Additional Benefits Include:

- Top level branding throughout program
- Speaking opportunity
- Six complimentary registrations
- Membership tier designation for 1 year for new or existing members
- Feature in Tourism Cares newsletter
- Logo placement at industry tradeshows including WTTC, IPW, NTA and USTOA in 2020
- Logo included in trade publication ad
- Opportunity to purchase an additional 6 registrations
  + base benefits package

**Gold: $20,000**

Additional benefits include:

- Four complimentary registrations
- Speaking opportunity
- Logo placement at industry tradeshows including WTTC, IPW, NTA and USTOA in 2020
- Logo included in trade publication ad
- Opportunity to purchase an additional 6 registrations
  + base benefits package

**Silver: $10,000**

Additional benefits include:

- Two complimentary registrations
- Logo included in trade publication ad
- Opportunity to purchase an additional 4 registrations
  + base benefits package

**Bronze: $6,000**

Base benefits package

- One complimentary registration
- Logo included in trade publication ad
- Opportunity to purchase an additional 2 registrations
  + base benefits package
The tourism industry is one of few industries that is able to reach some of the rural and remote regions of the world, creating sustainable communities and helping to preserve fragile habitats. By prioritizing sustainable ways to travel in our business, we can also create meaningful travel experiences for our customers as well. There are many access points to include more meaningful ways to travel in our value chain, from purchasing locally produced products and services, investing in empowering local community members to share their stories of innovation, and integrating meaningful community programs into our supply chain, we can different business while creating an long-term sustainable future for all.

In September 2020, Tourism Cares will take it's global Meaningful Travel Summit to vibrant Colombia. Through a multi-day blended learning journey, we will tour and meet a number of community-owned social enterprises and how they are utilizing tourism to bring change to their country. Bringing together global perspectives with a local touch, we will spend this summit strengthening our industry and applying what we learn throughout our business to make the most positive impact possible.
All sponsors receive the following base benefits package:
+ Complimentary registration to attend (see levels below for number of included registrations)
+ Logo inclusion on advertisement in a major trade publication
+ Press and social media recognition
+ Form press release to share with your community
+ Logo inclusion on the Tourism Cares website and on-site at event
+ Individual attendee recognition as a sponsor on-site

*Please note: recognition and logo placement is based on sponsorship level, listed below.

## Sponsorship Levels

### Platinum

| $30,000 | Three complimentary registrations to attend the program |
|         | Speaking opportunity                                      |
|         | Logo inclusion in the official program video shown at major industry shows throughout the year |
|         | Logo placement at industry trade shows NTA, USTOA 2020, WTTC and IPW 2021 |
|         | Logo included in trade publication ad                     |
|         | Special feature in the Tourism Cares Newsletter           |
|         | + base benefits package                                   |

### Gold

| $20,000 | Two complimentary registrations to attend the program    |
|         | Speaking opportunity                                     |
|         | Logo inclusion in the official program video shown at major industry shows throughout the year |
|         | Logo placement at industry trade shows NTA, USTOA 2020, WTTC and IPW 2021 |
|         | Logo included in trade publication ad                     |
|         | + base benefits package                                   |

### Silver

| $10,000 | One complimentary registration to attend the program    |
|         | Logo included in trade publication ad                     |
|         | + base benefits package                                   |
Our industry has a great desire to give back to the host destinations where conferences are held throughout the year.

Tourism Cares gives them that opportunity through strategic conference partnerships with WTTC and US Travel, organizing education and volunteering events as an official conference event.

Through hands-on commitments and education sessions centered on the UN Sustainable Development Goals, conference attendees can make an impact in places where they do business and network with the entire industry of like-minded companies who care about giving back.
All sponsors receive the following base benefits:

- Complimentary registrations to attend
- Logo/listing recognition on-site at the program and Tourism Cares booth
- Logo inclusion on the official program t-shirt
- Listing in any event related or media communications

*Please note: recognition and logo placement is based on sponsorship level, listed below.

**IPW | Las Vegas - May 30, 2020**

**Gold Sponsor**
$15,000
Additional Benefits Include:
- Top level branding throughout volunteer event
- Three complimentary registrations to the volunteer program
- Logo recognition at the Bronze Level on the official IPW Website sponsors page
- Speaking opportunity at hosted lunch at the volunteer program
  + base benefits package

**Silver Sponsor**
$10,000
Additional Benefits Include:
- Two complimentary registrations to the volunteer event
- Logo recognition at the Bronze Level on the official IPW Website sponsors page
  + base benefits package

**Bronze Sponsor**
$5,000
Additional Benefits Include:
- One complimentary registration to the volunteer event
  + base benefits package

**Silent Auction at the USTOA Annual Conference | December**

**Presenting Sponsor**
$10,000
Additional Benefits Include:
- Named partner for auction designated as “Tourism Cares Online Auction, presented by...”
- Onsite recognition at the Tourism Cares booth at USTOA Conference 2019
- Logo recognition on the Tourism Cares website
- Recognition in auction related communications and in the Tourism Cares online newsletter (if sponsorship is secured no later than Nov. 15)

**Supporting Sponsor**
$5,000
Additional Benefits Include:
- Onsite recognition at the Tourism Cares booth at USTOA Conference 2019
- Logo recognition on the Tourism Cares website
- Recognition in auction related communications and in the Tourism Cares online newsletter (if sponsorship is secured no later than Nov. 15)
Tourism Cares strives to do the right thing today before it becomes a requirement tomorrow. The Meaningful Travel Platform is an online learning platform that covers topics and implementation strategies to tackle some of the most challenging issues in our industry.

From animal welfare in tourism to human-trafficking in our value chains, this platform is a clearing house for training, tools and resources in our industry to be proactive in providing more meaningful ways to do business.

Access to the Meaningful Travel Platform contains three components:

- Meaningful Education: Modular digital learning on topics addressing human trafficking, sustainability, animal welfare, responsible consumption, child welfare, to name a few.

- Meaningful Research: Industry in-depth thought-leadership, research and whitepapers.

- The Meaningful Travel Map: Social enterprises, nonprofit organizations, and community-led experiences, product, and tours that have been developed, invested in, or vetted by Tourism Cares.
All sponsors receive the following base benefits:

+ Engaged audience of 2000 certified agents through Good Travels Advisors, Tourism Cares previous meaningful travel training specific to agents
+ Qualified lead generation through Tourism Cares member companies and associations (including ACTA, ASTA, USTOA, SYTA, CLIA)

*Please note: recognition and logo placement is based on sponsorship level, listed below.

Sponsorship Levels

Gold
$20,000
Additional Benefits Include:

- Logo on Meaningful Travel Provider Platform homepage
- Welcome letter featured on Meaningful Travel Provider Platform homepage
- Logo displayed on all education segments
- Three video/static ads featured in segments of your choice
- Base Membership for one year
- Two case-study inclusions or one case study + one content promotion piece
  + base benefits package

Silver
$10,000
Additional Benefits Include:

- Logo displayed on 3 segments of your choice
- Two video/static ads included in chapters of your choice
- One case-study inclusion or one content promotion piece
  + base benefits package

Bronze
$5,000
Additional benefits include:

- Logo displayed on 1 segment of your choice
- Three still branded image assets throughout sponsored chapter (must support and follow content guidelines)
- One case-study inclusion or one content promotion piece
  + base benefits package

Program Supporters

Case Study Sponsor
$2,500
Additional benefits include:

- One case study inclusion (must support and follow content guidelines)

Meaningful Travel Provider Platform Segments:

Level 1:
1. Human Trafficking in the Tourism Supply Chain
2. Child Welfare and the Travel Industry
3. Animal Welfare in Tourism
4. Voluntourism & Volunteering Better
5. Orphanage Tourism
6. Sustainability

Level 2 (UN Sustainable Development Goals - SDGs): Launching Summer, 2020
By 2030, there will be nearly 800 million more international travelers visiting the destinations we all sell. Struggling workforces, neglected historic sites, disappearing cultures, declining natural resources, plastic polluted oceans, and dying coral reefs with no fish – are all not good for business. By harnessing the collective power of the industry for a common purpose, we can tackle some of the seemingly unmanageable issues facing destinations.

Our Meaningful Travel Summits provide not only immediate impact through volunteering but help create lasting impact by leveraging the purchasing power of our businesses.

Join us in Victoria, British Columbia for two days of inspiration and action.
All sponsors receive the following base benefits package:
+ Complimentary registrations to attend (see levels below for number of included registrations)
+ Logo/listing recognition on-site at the program, Tourism Cares website, event app and event communications
+ Logo inclusion on the official program t-shirt
+ Listing in press release and media communications
+ Form press release to share with your community
+ Individual attendee recognition as a sponsor on-site
*Please note: recognition and logo placement is based on sponsorship level, listed below.

**Sponsorship Levels**

**Platinum: $30,000**
Additional Benefits Include:
- Top level branding throughout program
- Speaking opportunity
- Six complimentary registrations
- Membership tier designation for 1 year for new or existing members
- Feature in Tourism Cares newsletter
- Logo placement at industry tradeshows including WTTC, IPW, NTA and USTOA in 2021
- Logo included in trade publication ad
- Opportunity to purchase an additional 6 registrations
  + base benefits package

**Gold: $20,000**
Additional benefits include:
- Four complimentary registrations
- Speaking opportunity
- Logo placement at industry tradeshows including WTTC, IPW, NTA and USTOA in 2021
- Logo included in trade publication ad
- Opportunity to purchase an additional 6 registrations
  + base benefits package

**Silver: $10,000**
Additional benefits include:
- Two complimentary registrations
- Logo included in trade publication ad
- Opportunity to purchase an additional 4 registrations
  + base benefits package

**Bronze: $6,000**
Base benefits package
- One complimentary registration
- Logo included in trade publication ad
- Opportunity to purchase an additional 2 registrations
  + base benefits package