



## Join the Influential, Unified Voice of California's Travel & Tourism Industry

Prior to the COVID-19 pandemic, travel and tourism was one of the most significant economic drivers in California—responsible for hundreds of billions of dollars in economic activity, millions of jobs, and billions in tax revenues. California tourism previously saw nine consecutive years of growth, but it has since been devastated by COVID-19—the most significant challenge we have faced as an industry. Now, as we advocate for effective strategies to assist in recovery, it's important for businesses and organizations from all sectors to have a seat at the table.

Alongside experienced lobbyists, California Travel Association (CalTravel) works to increase the tourism industry's visibility while generating support for policies that protect and advance the interests of its members. In addition to effectively advocating on its membership's behalf, CalTravel also prides itself on keeping members informed on important issues and providing valuable opportunities for collaboration.

- **Be informed:** As a CalTravel member, you will receive our member-only newsletter, which we use to keep you up to date on important tourism news and insights.
- **Get access:** CalTravel members have access to Political Solutions, a highly regarded lobbying firm, for support and insight on political issues facing their organization.
- **Broadcast your news:** Send us your news, events, press releases, job openings and industry RFPs; we will help you get the word out!
- **Raise your voice:** CalTravel members have access to our VoterVoice tool to help you easily participate in advocacy campaigns, communicate with elected officials, and find bills and other advocacy information at your fingertips.
- **Receive exclusive discounts:** CalTravel members receive a significant discount on registration for the annual CalTravel Summit, the must-attend tourism industry conference.
- **Join a committee:** CalTravel committees offer a venue for collaboration while allowing members to further develop their careers and add value to their organizations.

### What our members are saying...

*"CalTravel continues to be an invaluable resource for our organization and regional hospitality community, as well as for the California tourism industry at large. My time serving on the Board of Directors further opened my eyes to the vitality of CalTravel and how well the association delivers on its mission—be it political advocacy, unifying the industry, or providing essential educational platforms. We are fortunate to have such an effective and powerful force working day in and day out on behalf of our statewide tourism industry."*

- Kathy Janega-Dykes, President & CEO, Visit Santa Barbara

*"CalTravel plays a critical role as the unified voice of California's visitor industry. I would strongly recommend membership to any organization or business that cares about the future of tourism in our state."*

- Joe D'Alessandro, President & CEO, San Francisco Travel Association

## SUPPORTING PARTNER - \$45,000

### *DRIVES THE FUTURE OF CALTRAVEL*

- One seat on the CalTravel Board of Directors
- 12-month recognition as a CalTravel Supporting Partner
- Sponsorship of Major Event at annual CalTravel Summit
- 5 complimentary registrations for the California Travel Summit (CTS) (Value: \$5,000)
- On-stage introduction by sponsor
- Recognition at CTS on stage, on signage, in mobile app, and in promotional materials
- Marketplace exhibitor space (upon request)
- NEW: Sponsored Post or Push Notification on CTS app
- Exclusive digital export of CTS attendee contacts info
- Annual CalTravel membership with access to all CalTravel board events for up to 5 individuals from the same company (Value: \$1,000)
- Free registration for up to 5 individuals for Tourism Advocacy Day (Value: \$1,500)
- Direct access to CalTravel lobbyist and lobbying firm
- Custom advocacy presentation by CEO Barb Newton to partner's board, staff, stakeholders or annual meeting, on request
- Access to member-only content: advocacy newsletters/updates, contact information for members, etc.
- Announcement of new Supporting Partner via CalTravel social channels

#### SPONSORSHIP OPTIONS

KEYNOTE SPEAKER | PAC DINNER  
OPENING RECEPTION | BREAKFAST  
LUNCH | AWARDS RECEPTION  
AWARDS DINNER | BOARD MEETING

## PREMIUM PARTNER - \$27,000

### *UNDERWRITES CALTRAVEL'S ADVOCACY, EDUCATION AND COLLABORATION WORK*

- One seat on the CalTravel Board of Directors
- 12-month recognition as a CalTravel Premium Partner
- Sponsor of General Session Speaker, CalTravel Award or After Party at annual CalTravel Summit
- 4 complimentary registrations for the California Travel Summit (CTS) (Value: \$4,000)
- On-stage introduction by sponsor
- Recognition at CTS on stage, on signage, in mobile app, and in promotional materials
- Marketplace exhibitor space (upon request)
- NEW: Sponsored Post or Push Notification on CTS app
- Exclusive digital export of attendee contacts info
- Annual CalTravel membership with access to all CalTravel board events for up to 4 individuals from the same company (Value: \$750)
- Free registration for up to 4 individuals for Tourism Advocacy Day (Value: \$1,200)
- Direct access to CalTravel lobbyist and lobbying firm
- Access to member-only content: advocacy newsletters/updates, contact information for members, etc.
- Announcement of new Premium Partner via CalTravel social channels

#### SPONSORSHIP OPTIONS

GENERAL SESSION SPEAKER  
BREAKOUT SPEAKER  
CALTRAVEL AWARD | AFTER PARTY

## ADVOCACY PARTNER - \$15,000

### *STRENGTHENS THE UNIFIED, INFLUENTIAL VOICE OF THE TRAVEL AND TOURISM INDUSTRY*

- One seat on the CalTravel Board of Directors
- Annual CalTravel membership with access to all CalTravel board events for up to 3 individuals from the same company (Value: \$500)
- 12-month recognition as a CalTravel Advocacy Partner at all CalTravel Board Meetings, CalTravel website and member communications
- Direct access to CalTravel lobbyist and lobbying firm
- Connect, collaborate and educate state officials to guide and protect the interest of our industry
- Access to member-only content: advocacy newsletters/updates, toolkits/resource center, contact information for members, etc.
- Custom advocacy presentation by CEO Barb Newton to partner's board, staff, stakeholders or annual meeting, on request
- Free registration for up to 3 individuals for Tourism Advocacy Day (Value: \$900)
- Announcement of new board member via CalTravel social channels
- 3 complimentary registrations for the California Travel Summit (CTS) (Value: \$3,000)
- Opportunity to run a 2-3-minute promotional video on main stage at CalTravel Summit
- Recognition on stage, on signage, on slides, on CTS website, in mobile app, in promotional materials, and in PR
- 8'x10' Marketplace exhibitor space (upon request)
- Opportunity to be featured in a CalTravel Member Spotlight newsletter
- Exclusive digital export of attendee contact info

## **GOLD MEMBERSHIP - \$7,800**

### **LEADS CALTRAVEL WITH A SEAT ON THE BOARD OF DIRECTORS**

- One seat on the CalTravel Board of Directors
- Annual CalTravel membership with access to all CalTravel board events for up to 3 individuals from the same company (Value: \$500)
- Recognition as Gold Member at all CalTravel Board Meetings and on CalTravel website
- Exclusive digital export of board meeting attendee contacts info
- 3 complimentary registrations for the California Travel Summit (CTS) (Value: \$3,000)
- Free registration for up to 3 individuals for Tourism Advocacy Day (Value: \$900)
- Opportunity to be featured in a Member Spotlight newsletter
- Direct access to CalTravel lobbyist and lobbying firm
- Access to member-only content: advocacy newsletters/updates, contact information for members, etc.
- Announcement of new board member via CalTravel social channels

## **SILVER MEMBERSHIP - \$3,400**

### **SUSTAINS CALTRAVEL'S EFFORTS TO ADVOCATE ON BEHALF OF THE TRAVEL AND TOURISM INDUSTRY**

- Annual CalTravel membership with access to all CalTravel member events for up to 2 individuals from the same company (Value: \$250)
- Recognition as Silver Member on CalTravel website
- Exclusive digital export of board meeting attendee contacts info
- 2 complimentary registrations for the California Travel Summit (CTS) (Value: \$2,000)
- Free registration for up to 2 individuals for Tourism Advocacy Day (Value: \$600)
- Access to CalTravel lobbyist and lobbying firm
- Access to member-only content: advocacy newsletters/updates, contact information for members, etc.

## **BRONZE MEMBERSHIP - \$1,750**

### **HELPS KEEP THE LIGHTS ON**

- Annual CalTravel membership with access to all CalTravel member events for 1 individual
- Recognition as Bronze Member on CalTravel website
- Exclusive digital export of board meeting attendee contacts info
- Free registration for Tourism Advocacy Day (Value: \$300)
- Member pricing at CalTravel Summit (Value: \$300)
- Access to CalTravel lobbyist and lobbying firm
- Access to member-only content: advocacy newsletters/updates, contact information for members, etc.

## **REGULAR MEMBERSHIP - \$670-\$1,250**

### **PARTICIPATE ACCORDING TO YOUR ORGANIZATION'S ABILITY**

- Annual CalTravel membership for 1 individual
- Free registration for Tourism Advocacy Day (Value: \$300)
- Member pricing at CalTravel Summit (Value: \$300)
- Access to CalTravel member events
- Access to CalTravel lobbyist and lobbying firm
- Access to member only content - advocacy newsletters/updates, member directory
  - **LEVEL A - \$1,250**  
\$4 million + in tourism revenue
  - **LEVEL B - \$1,100**  
\$2 million to \$3,999,999 in tourism revenue
  - **LEVEL C - \$875**  
\$1 million to \$1,999,999 in tourism revenue
  - **LEVEL D - \$670**  
< \$1 million in tourism revenue

## **ADDITIONAL MEMBERSHIP OPPORTUNITIES - \$250-\$650**

- **TRAVEL INDUSTRY TRADE ASSOCIATION - \$650**  
*An association that qualifies as non-profit organization*
- **STUDENT / EDUCATOR - \$250**  
*Full time, non-working student or an educator working full time at a community college, university or state college*
- **ADDITIONAL REPRESENTATIVE - \$250**  
*An additional individual membership for someone employed by a member company.*