

PRSA

Travel & Tourism

June 20–23, 2023 | Madison, WI

2023 Travel & Tourism Section Conference

**SPONSORSHIP
OPPORTUNITIES**

ABOUT THE PRSA TRAVEL & TOURISM CONFERENCE

The PRSA Travel and Tourism Section provides the tips and tactics needed to take travel, tourism, and hospitality professionals to the next destination in their careers. We provide continuing education and industry insights via our annual conference, teleseminars, social media tools, web resources and travel industry calendar. The annual conference provides the opportunity to network with professionals from state and national tourism offices, convention and visitors bureaus, hotels, resorts, airlines, cruise lines, rental car companies, attractions, restaurants, concessions, museums, historic sites, theme parks, tour operators and public relations agencies.

THE 2023 TRAVEL & TOURISM SECTION CONFERENCE OFFERS SPONSORS:

CONNECTIONS WITH INDUSTRY EXECUTIVES

PRSA's Travel & Tourism Section presents the premier conference for travel and hospitality communicators. Industry public relations executives and key media attend to discuss leading issues affecting business.

- **Mid- to senior-level public relations professionals make up 82 percent of attendees.** These leaders have influence over their organization's brand and communications strategy, and possess extensive media, consumer and stakeholder contacts. Of attendees, 26 percent have between 10 to 19 years' public relations experience, 59 percent have nine years or less and 18 percent have 20 or more years.
- **Represented leadership serve as counselors to CEOs and executives** in corporations, government, professional service firms and nonprofit organizations. Attendees represent all travel industry sectors including state and national tourism offices, convention and visitors bureaus, hotels, resorts, airlines, cruise lines, rental car companies, attractions, museums, historic sites, theme parks and tour operators.
- **Recent media attendance** includes *ABC News, CNN Travel, Food & Wine, The Associated Press, Reader's Digest, ModernLuxury, "Entertainment Tonight," Travel Weekly, Condé Nast Traveler, Los Angeles Times, Outside, Thrillist, Gear Patrol, Robb Report, The Weather Channel, USA Today, Travel Channel, Organic Spa, Refinery29, BuzzFeed, The Washington Post, Garden & Gun, Well + Good, The New York Times, Travel + Leisure, Lonely Planet, TripAdvisor.com, Time Out, Huffington Post, Google Travel, Western Living, AAA Westways, Saveur, Bon Appétit, Self Magazine, Southern Living, Coastal Living, Midwest Living, Curve, Wine Enthusiast, AARP, Frommer's and Food Network Magazine.*

THE 2023 TRAVEL AND TOURISM SECTION CONFERENCE OFFERS SPONSORS:

INSIGHTS INTO PROFESSIONAL CHALLENGES AND OBJECTIVES

Sponsors are encouraged to attend conference sessions to find out firsthand what target customers want.

90 percent of conference attendees are present at General Sessions along with speakers and panels that highlight travel, tourism and hospitality issues of interest.

Past speakers include key influential figures such as Jimmie Allen, Country music star, Cheryl Strayed, best selling author, Apollo Ohno, broadcaster and Olympian; Dan Harris, ABC News anchor; Samantha Brown, travel expert and TV host; Jacqueline Gifford, editor-in-chief, Travel + Leisure; George W. Stone, editor in chief, National Geographic Traveler; Evita Robinson, founder of NOMADNESS Travel Tribe and contributing editor, Conde Nast Traveler; Pauline Frommer, Frommer's; Brian Unger, host and producer, Travel Channel, National Geographic travel writer; Oneika Raymond, influencer/writer/host, Travel Channel's Big City, Little Budget & Oneika the Traveller; Rajan Datar, broadcaster and host, BBC's The Travel Show; Jeff Corwin, host, Animal Planet; Andrew McCarthy, author and editor-at-large, National Geographic Traveler; and Peter Greenberg, travel editor, CBS News.

More than 20 workshops cover industry trends and emerging technologies, in addition to roundtables where public relations professionals share best practices. For example, scheduled hands-on workshops provide insights into cutting-edge social media strategy or digital content development.

OPPORTUNITIES TO PROMOTE VENDOR SERVICES

Our members rely on an increasing variety of professional services to enhance best practices. Gathering new ideas and vendor insights is a conference focal point.

Nearly 90 percent of conference attendees say they are responsible for the purchase of products and services including media tracking tools and services, media and publication production, press release newswire services, broadcast services, photography and video services, event planning, technology, consulting services, agency services, survey/primary research, media/executive training and content development tools.

CONFERENCE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$15,000*

Benefits Include:

- Presenting sponsorship with major billing in all conference communications.
- Opportunity to address attendees in a 60-minute general session.
- (1) Email, sent by PRSA on Sponsor's behalf, to conference attendees.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo imprinted on conference badge lanyards.
- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- Four complimentary registrations.
- One exhibit kiosk with premium positioning.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

CONFERENCE CHAMPION - \$12,500*

Benefits Include:

- Sole sponsor of Meet the Media Mixer.
- Opportunity to address attendees for up to 5 minutes in an introduction to a general session.
- (1) Email, sent by PRSA on Sponsor's behalf, to conference attendees.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- Three complimentary registrations.
- One exhibit kiosk with premium positioning.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

*Commit by 12/31/22 and receive a 5% discount.

CONFERENCE SPONSORSHIP OPPORTUNITIES

TRAVEL TITAN - \$10,000*

Benefits Include:

- Sole sponsor of either the Opening or Closing Keynote session.
- Opportunity to address attendees for up to 3 minutes during an introduction of the presenting keynoter.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- Three complimentary registrations.
- One exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

HOSPITALITY HERO - \$7,500*

Benefits Include:

- Sole sponsor of a General Session (excludes the opening and closing keynotes) or an “afternoon reception” coordinated by PRSA and the host committee.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- Two complimentary registrations.
- One exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference..
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

*Commit by 12/31/22 and receive a 5% discount.

CONFERENCE SPONSORSHIP OPPORTUNITIES

ONSITE ACTIVATION - \$5,000*

Benefits Include:

- Sole sponsor of the Opening Reception, Early-Bird Fitness Activity, or a 15-Minute Afternoon Refreshment Break coordinated by PRSA and the host committee.
- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.
- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- One complimentary registration.
- One exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

** Onsite activation sponsors are responsible for additional costs associated with fitness activity or afternoon refreshment break.*

AFTER PARTY/EVENT - \$4,000

Benefits Include:

- Sole sponsor of an official, off-site after-hours reception or event that aligns with conference programming.
- Company name displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- One complimentary registration.
- One exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

** After Party/Event sponsors are responsible for additional costs associated with hosting the event.*

*Commit by 12/31/22 and receive a 5% discount.

CONFERENCE SPONSORSHIP OPPORTUNITIES

INDUSTRY ALLY - \$3,000

Benefits Include:

- Company name displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- One complimentary registration.
- One exhibit kiosk.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

FRIEND OF PRSA - \$1,000

Benefits Include:

- Brand logo displayed in digital program and on conference website.
- Company name displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

INDUSTRY/FRIEND HYBRID - \$2,000

Benefits Include:

- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.

Plus choice of three:

- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- One complimentary registration.
- One exhibit kiosk.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter.

SPONSOR-LED ROUNDTABLE DISCUSSION - \$500*

Benefits Include:

- Opportunity to lead a topical discussion at the sponsor-led Breakout Roundtable Session. Topic to be approved by PRSA Executive committee.

**Only available as an add-on to a sponsor package*

OUTSIDE OF CONFERENCE SPONSORSHIP OPPORTUNITIES

Virtual Professional Development 30-min. Webinar Sponsor - \$2,000

Benefits Include:

- Sponsor curates 20 minute presentation on a relevant topic (pre-approved by PRSA T&T Committee). Room for 10 min of Q&A or mingling with session participants.
- Company logo displayed in pre-event promotion materials.
- Sponsor responsible for all slides/ content during the professional development session.
- Recognition in conference e-newsletter (100 word description).
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.

Virtual Professional Development Sponsor - \$500

Benefits Include:

- Company name displayed in pre-event promotion materials.
- Acknowledgment of sponsorship on a closing slide at the beginning and end of the professional development session.
- Recognition in conference e-newsletter (100 word description).
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.

Virtual Professional Development Sponsor - \$500

Benefits Include:

- Company name displayed in pre-event promotion materials.
- Acknowledgment of sponsorship on a closing slide at the beginning and end of the professional development session.
- Recognition in conference e-newsletter (100 word description).
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.

LIBATIONS & IN-KIND BEVERAGE SPONSORSHIP OPPORTUNITIES

WINE SPONSOR

(One Available)

SPIRIT SPONSOR

(One Available)

BEER SPONSOR

(One Available)

Asks Include:

- Product provided in-kind for Welcome Reception and/or Media Mixer event.
- Work directly with event planner and venue for delivery of product.

Benefits Include:

- Exclusivity of wine/spirits/beer to be served at both Welcome Reception and Media Mixer.
- Option to have in-room gift distribution for attending media (Note: cost of room drop delivery fee from hotel the responsibility of sponsor).
- Brand logo displayed in conference collateral mailed to 2,000+ prospective attendees (must sign up by Jan. 27, 2023 to be included).
- Two admissions to Welcome Reception and Media Mixer.
- Brand logo displayed in digital program and on conference website.
- Brand logo displayed on signage throughout the conference.
- Acknowledgment of sponsorship from the podium during all general attendance sessions.
- Recognition on at least one PRSA T&T social media channel. Sponsor to provide creative. Timing subject to contract date and PRSA editorial calendar.
- Recognition in conference e-newsletter (100 word description).

Full benefits package subject to vendor supplying complete beverage portfolio (i.e. wine vendor to supply variety of red and white; spirit vendor to supply vodka/whiskey/rum/tequila/gin; beer vendor to supply variety of beer options). Individual benefits packages for limited in-kind support of partial portfolios are available upon request and subject to review and approval by PRSA Travel & Tourism executive committee.

For further details, contact Travel & Tourism Conference Committee Members
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or Matt Maxey at matt@visitfranklin.com.