

## **2012 SDBTA Sponsorship Opportunities**

**SDBTA** is a dynamic marketing venue for any organization seeking to gain visibility and promote their product to San Diego travel professionals. We offer several cost effective means of reaching your target audience, whether it's the corporate travel buyer or the broader travel industry. Select from the Partnership Investment options below and promote your business for a more successful 2012!

As an industry leader in San Diego for business travel, partnering with us is good for your business. Opportunities are on a first come-first served basis. Don't be shut out! Please review and complete the **2012 Partnership Application** to secure your space today. We encourage you to participate in any of the following Opportunities:

### **1. Monthly Membership Meeting Partner: \$600**

- **Logo placement on SDBTA website under the "Sponsor" bar for 12 rolling months**
- Presented as "Premier Partner of the Month" at designated monthly meeting with a ten-minute speaking opportunity and table top display space during the networking reception.
- Highlighted as "Premier Partner" for e-mail communication to members and potential members.
- Sponsor Spotlight email and article on SDBTA website.
- Twitter and Face Book recognition and email to social media members

### **2. Sundowner: \$500 – 5-8pm Networking Event, informal setting: DEC \_\_\_\_\_**

- Includes all the above
- Usually there are 2 Sundowners per Calendar year
- December 2012 Sundowner is available

### **3. Platinum Partner: \$1000**

- Three Memberships for full 12 months
- Any three employees may attend at the regular member rate

- Logo placement on SDBTA website under Sponsor bar with top placement under Platinum heading
- 15 minute presentation "Platinum Partner of the Month" at designated monthly meeting and table top display space during the networking reception.
- Highlighted as "Premier Partner" for e-mail communication to members and potential members
- Twitter and Face Book recognition and email to social media members

**4. Gold Level: \$850**

- Includes 2 Memberships,
- One Month Sponsorship and any two attendees from the company attend at a Member Rate

**5. Annual Gala Partner: \$1000 for title sponsor – NOV 2012**

Includes all the above (Monthly Membership Meeting Partner)

- Special recognition in the Program, and placement on the website

**6. Networking Event Partner : \$750 for title sponsor**

Includes all the above (Monthly Membership Meeting Partner) and

In Addition, Title Sponsor receives:

- Banner placement at registration.
- Presented as "Networking Partner" at designated event with a fifteen-minute speaking opportunity and table top display space during reception.
- Featured as "Networking Day Title Partner" on the SDBTA website for 12 rolling months.

**7. Direct Member Council (DMC) Breakfast Meeting Partner: \$150**

- DMC Breakfast Meeting sponsor status for one meeting (selection of month will be based upon a first come-first served basis).
- Introduction as "DMC" Breakfast Partner" at designated event with a ten-minute speaking opportunity.

- Sales collateral distribution to leading travel buyers attending event.
- Highlighted as "DMC Partner of the Month" on designated meeting notice e-mail communication.
- Mention in the monthly newsletter, under "Special Thanks" section.
- Bronze Level Patron status featured on website for one month.

#### **8. Monthly Board of Directors**

Dinner Meeting Partner: \$250 (Hotel Partners may choose to host in lieu of \$250.00 fee).

- BOD Dinner Meeting sponsor status for one monthly meeting (selection of month will be based upon a first come-first served basis). Please rank month according to preference (Choose 3):

**2012: Available: JUL \_\_\_ SEP \_\_\_ OCT \_\_\_ NOV \_\_\_ DEC \_\_\_**

- Recognition by President as "BOD Dinner Partner" at board meeting.
- Sales collateral distribution to leading travel buyers attending meeting.
- Highlighted as "BOD Partner of the Month" on designated meeting notice e-mail communication to board members.
- Mention in the monthly newsletter, under the "Special Thanks" section.
- Silver Level patron status featured on website for two months.

#### **9. Greater California Chapters - Strategic Planning Meeting- OCT 12**

**Partners: minimum \$2,500 (or \$5,000 in soft travel dollars)**

- Introduction as "Strategic Planning Partner" at Board of Directors offsite event with a 20-minute speaking opportunity.
- 2011: October – Greater California Board of Directors Strategic Meetings
- Includes: San Diego Los Angeles, San Francisco Bay Area, and Silicon Valley Business Travel Chapters
- Approximately 50 Board members will be attending

- Sales collateral distribution industry leaders and key travel buyers attending event.
- Logo placement on all four chapter websites under the "Strategic Planning Meeting Sponsor" bar for 12 rolling months with link to your company website home page. (Please provide artwork)
- Highlighted as "Premier Partner" on designated meeting e-mail communication to members and potential members.
- Mention in the monthly newsletter and sponsor spotlight email to all members and article posted on all four chapter websites.

If you have questions or would like to participate as a member of the Sponsorship Committee, please contact me directly.

**Sincerely,**

**Carol Reed**

**SDBTA Director of Sponsorship**

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