



U.S. Travel Association

Destinations Council

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SPONSORSHIP *Opportunities*

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2020

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U.S. TRAVEL
ASSOCIATION®

DESTINATIONS COUNCIL

The Destinations Council represents more than 350 U.S. Travel Association destination marketing organization (DMO) and convention and visitors bureau (CVB) members, whose purpose is to enhance the effectiveness of DMO professionals through the annual program of work created by the Destinations Council's Board of Advisors.

The Destinations Council connects DMOs and CVBs and serves as champions who support and assist U.S. Travel in its national grassroots advocacy efforts. Educate and network, advocate, and inform are the main task forces that drive the council's initiatives.

TARGET AUDIENCE PROFILE

Average attendance: 20-25; exclusive to Destinations Council board members.

DATES AND LOCATION

Spring Board of Advisors Meeting

Washington, D.C.

March 31, 2020

ESTO Board of Advisors Meeting

Grand Rapids, Michigan

August 22, 2020

Fall Board of Advisors Meeting and Activities

2019:

Cape Cod, Massachusetts

December 4-6, 2019

SPONSORSHIP OPTIONS		
Breakfast	<ul style="list-style-type: none"> • Branding throughout breakfast. • Recognition and an opportunity to address the audience. • Attendance at breakfast. • Distribution of collateral and signage. 	\$2,500
Lunch	<ul style="list-style-type: none"> • Branding throughout lunch. • Recognition and an opportunity to address the audience. • Attendance at lunch. • Distribution of collateral and signage. 	\$2,500
Dinner <i>(excluding the ESTO dinner)</i>	<ul style="list-style-type: none"> • Branding throughout dinner. • Recognition and an opportunity to address the audience. • Attendance at dinner. • Distribution of collateral and signage. 	\$5,000
Collateral Room Drop	<ul style="list-style-type: none"> • Deliver an amenity and messaging to all delegates via room drop at the host hotel. • Attendance at breakfast. 	\$2,500



Thank you for your interest in U.S. Travel Association.