

U.S. Travel Association's

# SPORTS & TRAVEL Forum

Connecting Industries.  
Attracting Visitors.  
Growing Business.

## SPONSORSHIP OPPORTUNITIES

NOVEMBER 14-15, 2018 | WASHINGTON, D.C.

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**U.S. TRAVEL**  
ASSOCIATION

## ABOUT THE SPORTS TRAVEL FORUM

**U.S. Travel's inaugural Sports Travel Forum** brings travel leaders from across the country together with executives across all professional sports leagues to discuss the intersection and growth opportunity between these two industries.

Beginning with a networking reception the evening of November 14, this one-day event on Thursday, November 15 combines travel industry leaders, guest speakers, education, peer-to-peer networking and best practice sharing between sports industry professionals on topics centered on leveraging in-market travel partners to maximize both game day and non-game day revenue.

During this one-day event, attendees will:

- Hear more about successful, innovative collaborations between top industry executives and thought-leaders in both the travel and professional sports industries.
- Explore how ballparks have become the magnet to economic development for destinations across the U.S.
- Discover the untapped opportunity of international travel—and how certain teams are already a step ahead.
- Network with peers, build new connections and learn from each other through best practice sharing sessions.
- Hear more about the future of sports and how emerging technology is shaping the fan experience.

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### WHO WILL ATTEND

*Estimated attendance: 150*

- **DESTINATION MARKETING LEADERS** – Representatives from all destination marketing organizations with a professional sports league in their market.
- **PROFESSIONAL SPORTS EXECUTIVES** – Representatives from teams across the country and across all five professional sports leagues.

**NETWORKING BREAK SPONSOR - \$10,000***PENDING*

- One (1) complimentary registration to Reception on Wednesday, November 14 and Forum on Thursday, November 15, 2018.
- Logo inclusion on sponsor slide (prepared by U.S. Travel) to be displayed on the main video screen at various times throughout Forum.
- Recognition and logo inclusion on signage at Networking Break. Logo will be included alongside event and U.S. Travel logos.
- Listing and logo in the official printed program.
- Recognition and logo inclusion on event website and online delegate registry.
- Recognition and logo inclusion on all event communications.
- Special badge ribbons for attending representative, identifying them as a supporter.
- Recognition of sponsorship from a U.S. Travel executive during the program.
- Opportunity to play a two-minute promotional video prior to the networking break.
- Opportunity to display pop-up banners or other branding materials at designated tables (subject to U.S. Travel approval).

**BREAKFAST SPONSOR - \$10,000***One Sponsor Limit*

- One (1) complimentary registration to Reception on Wednesday, November 14 and Forum on Thursday, November 15, 2018.
- Logo inclusion on sponsor slide (prepared by U.S. Travel) to be displayed on the main video screen at various times throughout Forum.
- Recognition and logo inclusion on signage at Breakfast. Logo will be included alongside event and U.S. Travel logos.
- Listing and logo in the official printed program.
- Recognition and logo inclusion on event website and online delegate registry.
- Recognition and logo inclusion on all event communications.
- Special badge ribbons for attending representative, identifying them as a supporter.
- Recognition of sponsorship from a U.S. Travel executive during the program.
- Opportunity to play a two-minute promotional video prior to breakfast.
- Opportunity to display pop-up banners or other branding materials at designated tables (subject to U.S. Travel approval).

**RECEPTION SPONSOR - \$15,000***One Sponsor Limit**Note: Reception takes place Wednesday, November 14, 2018*

- Two (2) complimentary registrations to Reception on Wednesday, November 14 and Forum on Thursday, November 15, 2018.
- Logo inclusion on sponsor slide (prepared by U.S. Travel) to be displayed on the main video screen at various times throughout Forum.
- Listing and logo in the official printed program.
- Recognition and logo inclusion on event website and online delegate registry.
- Recognition and logo inclusion on all event communications.
- Special badge ribbons for attending representatives, identifying them as a supporter.
- Recognition and logo inclusion on signage at Reception. Logo will be included alongside event and U.S. Travel logos.
- Opportunity to address the audience for up to three minutes from the podium during welcome remarks on Thursday, November 15, 2018.
- Opportunity to display pop-up banners or other branding materials at designated tables (subject to U.S. Travel approval).

**KEYNOTE LUNCH TITLE SPONSOR - \$25,000***SOLD*

- Two (2) complimentary registrations to Reception on Wednesday, November 14 and Forum on Thursday, November 15, 2018.
- Logo inclusion on sponsor slide (prepared by U.S. Travel) to be displayed on the main video screen at various times throughout Forum.
- Listing and logo in the official printed program.
- Recognition and logo inclusion on event website and online delegate registry.
- Recognition and logo inclusion on all event communications.
- Special badge ribbons for attending representatives, identifying them as a supporter.
- Signage displayed at the entrance of lunch room highlighting sponsorship.
- Co-branded presence on main video screen with U.S. Travel behind lunch presentation.
- Opportunity to address the audience for up to five minutes (may include video or brief presentation) from the podium during welcome remarks on Thursday, November 15, 2018 as well as keynote speaker selection.
- Opportunity to display pop-up banners or other branding materials at designated tables (subject to U.S. Travel approval).