



CARIBBEAN TOURISM ORGANIZATION'S
STATE OF THE TRAVEL INDUSTRY CONFERENCE (SOTIC)
& CTO BUSINESS MEETINGS
OCTOBER 9-13, 2017 – GRENADA
SPONSORSHIP AGREEMENT

“Super-Charging the Caribbean Brand – Meeting the Needs of the New Explorers”

OVERVIEW

The annual State of the Industry Conference (SOTIC) is the Caribbean’s leading tourism conference where Caribbean tourism practitioners, policy makers, strategic partners from the public and private sectors and travel and tourism professionals gather to discuss issues, identify solutions and generally develop courses of action that will keep the region competitive and therefore benefit the tourism industry in the Caribbean.

SOTIC assembles speakers of international and regional acclaim to provide best case practices and winning strategies on a wide range of topics. We also invite youth from the Caribbean to share their perspective on their national tourism products as part of our mandate to develop tourism sustainably. In this competitive business environment, it is critical that the Caribbean continues to build on and implement innovative and unique product development initiatives to attract new business and SOTIC is the venue where cutting edge ideas are examined.

SOTIC is a not to be missed event for serious Caribbean tourism leaders and influencers, industry thought leaders, educators and marketing and development strategists. It is also an event for trade professionals. It is heavily supported by our media partners and generates substantial coverage, regionally and internationally, across all media platforms.

Outlined below are sponsorship opportunities available at the 2017 annual State of the Tourism Industry Conference organized by the **Caribbean Tourism Organization and hosted by the Government of Grenada**.

We offer several sponsorship options which may be tailored to your needs and invite your sponsorship support. Please review the sponsorship packages outlined here, and contact Sylma Brown Bramble, sbrown@caribtourism.com, 212-635-9530, to become a sponsor or to discuss sponsorship options suitable for your company.

ABOUT THE CARIBBEAN TOURISM ORGANIZATION

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean’s tourism development agency comprising membership of the finest countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members.

CARIBBEAN TOURISM ORGANIZATION (CTO) – WWW.ONECARIBBEAN.ORG

Headquarters: Warrens | St. Michael | Barbados | P: 246-427-5242 | F: 246-429-3065 | CTObarbados@caribtourism.com

CTO-USA, Inc: 80 Broad Street, Suite 3302 | New York, NY 10004 | P: 212-635-9530 | CTOny@caribtourism.com

CTO-UK: Richmond | Surrey TW9 1BP | P: 44-208-948-0057 | F: 44-208-948-0067 | CTOlondon@caribtourism.com

The organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution and research & information technology. Through the CTO Foundation, one of CTO's charities, Caribbean students receive scholarships to pursue studies in foreign languages and tourism-related subjects. In addition the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

The CTO's Headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: CTObarbados@caribtourism.com

The CTO's New York office is located at 80 Broad Street, Suite 3302, New York, NY 10004, USA: Tel: (212) 635-9530; Fax: (212) 635-9511; E-mail: CTOny@caribtourism.com

The CTO's London office is located at The Quadrant, Richmond, Surrey TW9 1BP, England. Tel: 011 44 208 948 0057; Fax: 011 44 208 948 0067; E-mail: CTOlondon@caribtourism.com.

For more information on the Caribbean Tourism Organization please visit www.OneCaribbean.org.

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PARTNER SPONSORSHIP: US \$25,000

The Conference is seeking one Conference Partner Sponsor at US\$25,000. In consideration of sponsorship support at that level, the Caribbean Tourism Organization will provide all of the benefits listed at the “Corporate” level below, plus:

- ✓ Maximum press exposure in travel and trade news outlets
- ✓ Interviews with travel media on your support for regional initiatives and any other appropriate topic you determine
- ✓ Video Message to Conference delegates
- ✓ Speaking opportunity at the Conference
- ✓ Exposure at select other CTO events

CORPORATE LEVEL SPONSORSHIP: US \$20,000

CORPORATE LEVEL SPONSORSHIP BENEFITS:

- ✓ Featured as “Corporate Sponsor” on Conference website with promotional copy, logo and link to sponsor’s website.
- ✓ Listing in all press releases as Corporate Level sponsor
- ✓ Featured in CTO’s online social networking media (e.g. Facebook and Twitter circulation highlighting your company or organization)
- ✓ Listing in Conference promotion as a Corporate Level sponsor
- ✓ Sponsor’s logo displayed on presentation screens before and after sessions and on signage
- ✓ Full page Advertising placement in the Conference program
- ✓ Display table for distribution of materials during the Conference
- ✓ Insertion of up to two (2) items in Conference bags
- ✓ Two (2) complimentary registrations

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NETWORKING SPONSORSHIP: US \$15,000

NETWORKING SPONSORSHIP BENEFITS:

- ✓ Banner display during a Coffee Break
 - ✓ 2-minute (video) presentation before or after a Coffee Break
 - ✓ Display table for your materials during the Conference
 - ✓ Logo (linked to sponsor's website) on Conference website
 - ✓ Full Page advertising placement in the Conference Program
 - ✓ Listing in all press releases as Conference Coffee Break sponsor
 - ✓ Corporate favors in Conference bags
 - ✓ Feature in CTO's online social networking media (e.g. Facebook and Twitter) highlighting your company or organization)
 - ✓ Listing in Conference program as a Networking sponsor
 - ✓ One (1) complimentary registration
-

PREMIUM SPONSORSHIP: US \$10,000

PREMIUM LEVEL SPONSORSHIP BENEFITS:

- ✓ Logo (linked to sponsor's website) on SOTIC Conference website
 - ✓ Listing in all related press releases as Premium Level sponsor
 - ✓ Feature in CTO's online social networking media (e.g. Facebook and Twitter circulation highlighting your company or organization)
 - ✓ Listing in Conference program as a Premium Level sponsor
 - ✓ Half Page Ad placement in the Conference Program
 - ✓ Sponsor's logo displayed on presentation screens before and after the session and on signage throughout the Conference
 - ✓ One complimentary (1) registration
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SESSION SPONSORSHIP: US \$7,000

SESSION SPONSORSHIP BENEFITS:

- ✓ Display of sponsor's logo on presentation screens throughout the Conference.
 - ✓ Listing in all press releases for the Conference as a Session sponsor.
 - ✓ Logo (linked to sponsor's website) on SOTIC Conference website.
 - ✓ Exposure on CTO's online social networking media (e.g. Facebook and Twitter) highlighting your company or organization
 - ✓ Listing in Conference program as a Session sponsor.
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WAY TO GO! SPONSORSHIP: US \$3,000

- ✓ Opportunity to display a banner at the Youth Congress
 - ✓ Logo recognition in the Conference program
 - ✓ Display table available for your materials at the Youth Congress
 - ✓ Listing in Conference program as Way to Go! sponsor
 - ✓ Logo (linked to sponsor's webpage) on Conference website
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I wish to support State of the Travel Industry Conference event at the level indicated below:

[] Partner Sponsorships - \$25,000

() Any Luncheon for All Delegates

[] Corporate Sponsorships - \$20,000

() Any Luncheon for Ministers, Commissioners and Directors of Tourism () Electronic Broadcast

[] Networking Sponsorships - \$15,000

() Any Coffee Break for All Delegates
() Any Breakfast for Ministers, Commissioners and Directors of Tourism
() Mix and Mingle Reception for CTO Government and non-Government Members only

[] Premium Sponsorship - \$10,000

() Coffee Break – CTO Board of Directors Meeting () Orientation – Travel Agents
() Orientation – Caribbean Youth Congress () Any Conference Premium
() Coffee Break – Council of Tourism Ministers and Commissioners Meeting

[] Session Sponsorship - \$7,000

() Any General Session () Conference Premium

[] Way to Go! Sponsorship: \$3,000

() Caribbean Youth Congress Parent/Chaperone

SPONSORSHIP COMMITMENT FORM

Name: _____ Company: _____

Address: _____

Phone: _____ Email: _____

[] Enclosed is my check/money order payable to **CTO** in the amount of \$ _____.

[] Charge the full amount to: () AMEX () MC () VISA Card #: _____

Card member's Name: _____ Card Zip Code: _____ CV #: _____ Exp: _____

Signature: _____ Date: _____

SEND ALL INFORMATION TO:

STATE OF THE TOURISM INDUSTRY CONFERENCE (SOTIC)

Attn: Sylma Brown Bramble

c/o Caribbean Tourism Organization-USA, Inc. ♦ 80 Broad Street, Suite 3302 ♦ New York, NY 10004

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