



CARIBBEAN



**CARIBBEAN TOURISM ORGANIZATION'S**  
**STATE OF THE TOURISM INDUSTRY CONFERENCE (SOTIC)**  
**& CTO BUSINESS MEETINGS**

*"Rejuvenate. Recreate. Reconnect. New Directions for Caribbean Tourism"*

**OCTOBER 1-5, 2018 – BAHAMAS**

**SPONSORSHIP AGREEMENT**

**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 hear about best practices from internationally and regionally recognized speakers, discuss current issues, identify solutions and generally develop courses of action that will keep the region competitive and benefit the Caribbean tourism industry.

We have themed the Conference **Rejuvenate. Recreate. Reconnect. New Directors for Caribbean Tourism** to enable us to explore, this year, how to use technology to enhance the visitor experience as well as to delve more granularly into how the region can exploit its wellness and "roots" tourism product to become a major player in the US\$3.7 trillion wellness industry.

As usual, we invite youth from across the Caribbean to contribute their observations and share their perspectives on their national tourism products as part of CTO's mandate to develop tourism sustainably and to encourage the best and brightest to consider a career in tourism.

In the competitive business environment in which we operate, 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 these cutting edge ideas are examined. This makes it an ideal forum for serious tourism influencers, industry thought leaders, educators, marketing and development strategists and trade professionals.

SOTIC is heavily supported by our media partners and generates substantial coverage, regionally and internationally, across all media platforms.

Outlined below are sponsorship opportunities available in 2018. To help you determine which event interests you as a sponsor, we are attaching a draft schematic so that you understand the flow of the conference, at a glance. More details on conference activities may be found on the website at [www.SOTIC.OneCaribbean.org](http://www.SOTIC.OneCaribbean.org).

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**CARIBBEAN TOURISM ORGANIZATION**

80 Broad Street, Suite 3302 | New York, NY 10004

212-635-9530 | [CTOny@caribtourism.com](mailto:CTOny@caribtourism.com) | [www.SOTIC.OneCaribbean.org](http://www.SOTIC.OneCaribbean.org)

We invite your sponsorship support. CTO will gladly consider any reasonable request to tailor the package of your choice to meet our mutual objectives. **Please review the sponsorship packages outlined below, and contact Sylma Brown, [sbrown@caribtourism.com](mailto:sbrown@caribtourism.com), 212-635-9530, to become a sponsor or to discuss sponsorship opportunities best suited to your company.**

Many thanks.

#### **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 members.

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.

The CTO also manages the CTO Relief Funds which offers financial assistance to member countries in the wake of natural disasters.

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](mailto: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](mailto: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](mailto:CTOlondon@caribtourism.com).

CTO is also represented in Canada [Tel:905-857-1986](tel:905-857-1986); [droletn@caribtourism.com](mailto:droletn@caribtourism.com).

For more information on the Caribbean Tourism Organization please visit [www.OneCaribbean.org](http://www.OneCaribbean.org).

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**OCTOBER 1-5, 2018 – BAHAMAS**

**PARTNER SPONSORSHIP: US \$35,000**

The Conference is seeking Conference Partner Sponsors. 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
- ✓ Exclusive Messaging at the Conference
- ✓ Exposure at select other CTO events

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**CORPORATE LEVEL SPONSORSHIP: US \$25,000**

**CORPORATE LEVEL SPONSORSHIP BENEFITS:**

- ✓ Featured as “Corporate Sponsor” on Conference website with promotional copy, logo and link to sponsor’s website.
- ✓ Logo (linked to sponsor’s website) on Conference 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 throughout the Conference
- ✓ Insertion of up to two (2) items in SOTIC Conference bags
- ✓ Three (3) registrations

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**NETWORKING SPONSORSHIP: US \$20,000**

**NETWORKING SPONSORSHIP BENEFITS:**

- ✓ Banner display during a select Coffee Break
- ✓ 2-minute (video) presentation before or after a select Coffee Break

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- ✓ Display table for your materials throughout the Conference
  - ✓ Logo (linked to sponsor's website) on SOTIC Conference website
  - ✓ Full Page advertising placement in the Conference Program
  - ✓ Listing in all press releases as Conference Coffee Break sponsor
  - ✓ 1 Corporate favor 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
  - ✓ Two (2) registrations
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### **PREMIUM SPONSORSHIP: US \$15,000**

#### **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 a select Session and on signage throughout the Conference
  - ✓ 1 (one) registration
- 

### **SESSION SPONSORSHIP: US \$10,000**

#### **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
  - ✓ 5-minute presentation opportunity
  - ✓ Listing in Conference program as a Session sponsor
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### **WAY TO GO! SPONSORSHIP: US \$5,000**

- ✓ 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
- ✓ 5-minute presentation at the Youth Congress

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**I wish to support State of the Travel Industry Conference event at the level indicated below:**

**Partner Sponsorships - \$35,000**

Any Luncheon for All Delegates  Audio visuals

**Corporate Sponsorships - \$25,000**

Any Luncheon for Ministers, Commissioners and CTO Board of Directors  Electronic Broadcast  
 Press Room  Airport/Hotel Transfers

**Networking Sponsorships - \$20,000**

Any Coffee Break for All Delegates

**Premium Sponsorship - \$15,000**

Coffee Break – CTO Board of Directors Meeting  
 Coffee Break – Council of Tourism Ministers and Commissioners Meeting

**Session Sponsorship - \$10,000**

Any General Session  Conference Premium

**Way to Go! Sponsorship: \$5,000**

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 \$ \_\_\_\_\_.

Please send an invoice to be paid immediately upon receipt.

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

[sbrown@caribtourism.com](mailto:sbrown@caribtourism.com) ♦ Tel: 212-635-9530

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