

site **Texas**



**2021
SPONSORSHIP
PROSPECTUS**

SITE - Society for Incentive Travel Excellence

The Society for Incentive Travel Excellence is a global network of knowledgeable and passionate incentive travel professionals. With over 30 chapters internationally, we are the only business events association dedicated exclusively to the global incentive travel industry. In Texas, our extensive group of meeting & incentive planners and decision makers truly represent the “I” in MICE, currently the fastest growing segment within the Business Events spectrum.

Our planner members and event attendees are responsible for incentive travel programs as well as corporate meetings and events. Together they **planned more than 3,500 meetings & events** in 2019, 90% book business in North America and 75% internationally. They are looking for partners to help them plan meetings and incentive travel programs across the globe.



site Texas

DALLAS/FT WORTH | HOUSTON | AUSTIN | SAN ANTONIO | EL PASO | AMARILLO

EVERYTHING'S BIGGER IN TEXAS



SITE Texas Members & Event Attendees

160over90	Edventives Group	JH Travel Incentives, Inc.	Rady Children's Hospital
AAA	ELK	JLL Capital Markets	Raymond James Financial, Inc.
ACCESS Destination Services	Encore Event Technologies	John Hancock	Red Velvet Events
Alcon	Energy Dialogues LLC	JWoods Photo	Sabre Holdings
American Express Global Business	Event Logistics, Inc.	Kentucky Bankers Association	SEI Meetings & Incentives
American Heart Association	Eurofins	Kestra Financial	State Farm
American Institute of Cleaning Science	FedEx Office	Keystone Automotive	Stone Fort Group
AmerisourceBergen	FISERV	Kubota Tractor	Smile Brands
Ashfield Meetings & Events	Four Seasons Hotels and Resorts	Lamont Associates	Society of Petroleum Engineers
Association for Information Systems	Freeman	Lennox Industries Inc	Southwest Management LLC
AT&T Business	Frito-Lay	Liberty International USA, LLC	Strategic Meeting Partners
Attendee Management, Inc.	Frontier Communications	Madison Performance Group	Sutton & Associates
Bank of Montreal	Fusion Meetings	Malwarebytes	Teneo Hospitality Group
BCD Meetings & Events	Galactic Performance Solutions	Maritz Global Events	Tarkenton Financial
BI Worldwide	Gavel International	Marriott International	The Hanover Insurance Group
Bishop-McCann	Gaylord Hotels	MCI USA	The Ritz-Carlton
Blue Cross Blue Shield of Texas	GlobauxSource	McKesson Corporation	The Whalen Company
BNSF	GROWMARK	McVeigh Associates	Thomson Reuters
Brightspot Incentives and Events	Hanover Insurance	Microsoft	TIAA
Caesars Entertainment	Hawaii Meetings + Events	MotivAction	Tx Association of Broadcasters
CITGO Petroleum Corporation	Haynes & Boone, LLP	MW2 Solutions	Tyler Technologies, Inc.
ConferenceDirect	HelmsBriscoe	Nationwide Insurance	Ultimate Ventures, Inc.
Corelogic	Incentive Research Foundation	NCH	UT Southwestern
Creative Group, Inc.	Infinix Global Meetings & Events	NHS Global Events	VCU Health
Daimler Financial	Innovatx Events	One10	Virginia's Community Colleges
Direct Travel	Institute for Supply Management	Pacific Life	Wow Me! Events
Driven Brands	ITA Group, Inc.	PRA	Young Presidents' Organization
Dykema	JH Limited	PSAV	Zuken USA
		Quest Software	

Why SITE Texas?

Our industry has a compelling story and so does your organization; SITE Texas can serve as your partner, telling your story and helping you achieve your sales and marketing goals.

What better place to connect with our industry than the Dallas/Fort Worth Metroplex?

- Leads the country with the largest corporate headquarters concentration in the United States
- 60-100 attendees per live event & 700 registered for our July 2020 virtual event
- Our chapter is experiencing record breaking growth
- Our members have the biggest per capita spend of all MICE sectors.

Like you, most of our **supplier** members are based throughout the US & internationally. They become trusted advisors in helping our **planner** members with best-in-class solutions. This allows our **planner** members to maximize the business impact of their meetings and motivational experiences, and in turn, become your biggest supporters. They work with you, share your company/services with their networks and help you to meet your goals as well. A true win-win!

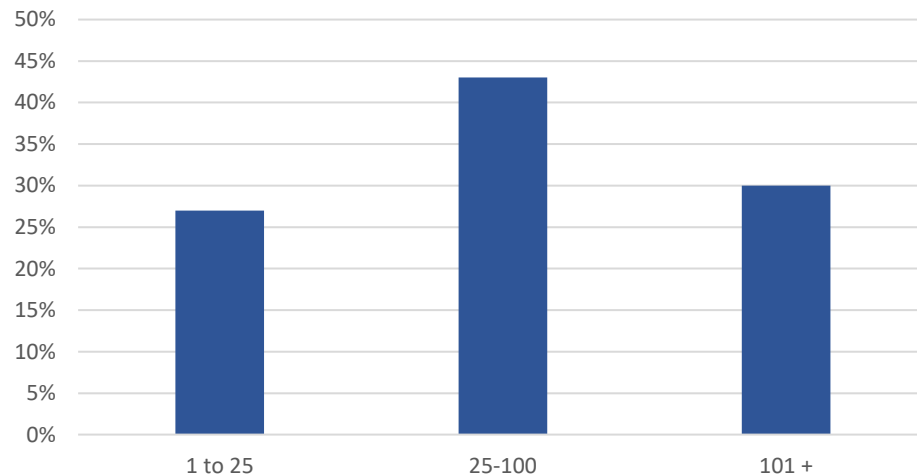
Pages 7-17 are a catalog of partnership and sponsorship opportunities that allow your brand to stay top-of-mind with our influential community of global incentive travel professionals.

Sponsorship Exposure

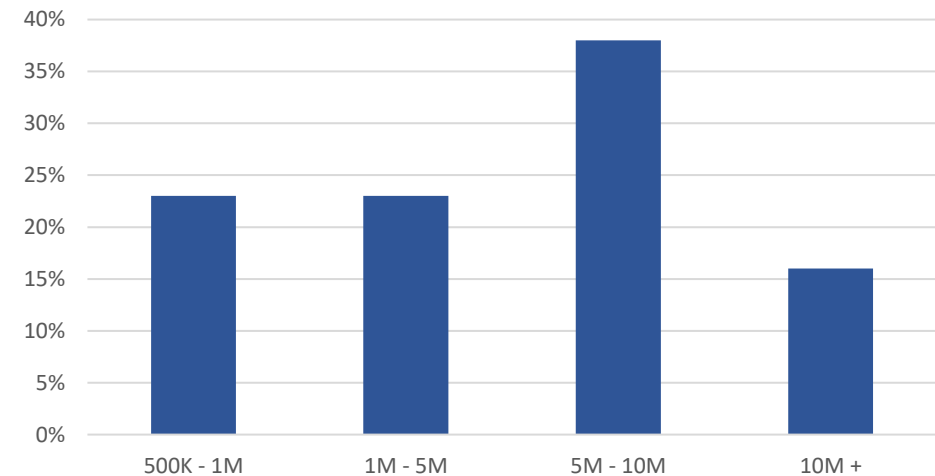
Our *Member Needs Survey* collects valuable information each year. This data is used to both help us serve our members and give us insight into volume and value of business our members represent.

These charts tell the story that supports the investment of your sponsorship dollars.

Number of Events Planned in 2019



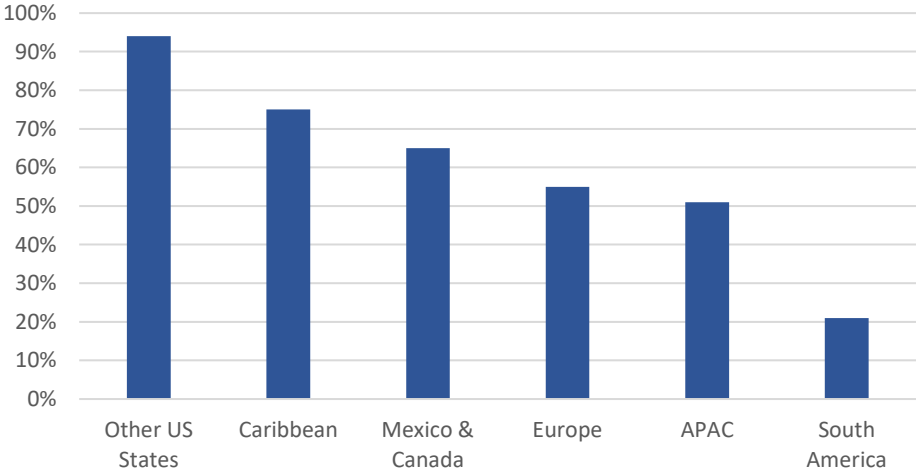
Total Meetings/Events Budget for 2019



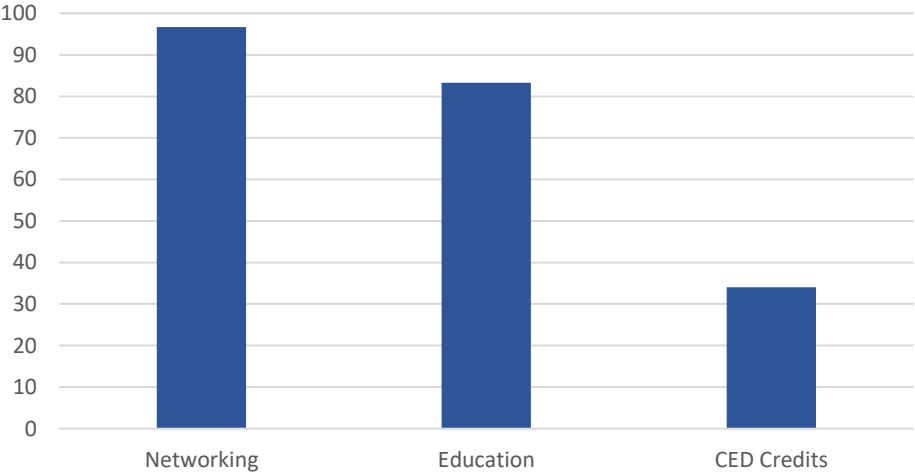
Sponsorship Exposure

SITE Texas social and digital presence extends Texas borders with a universal reach through intentional event content, podcasts, email campaigns and social posting. **The result of this effort has been elevated engagement with community followers on all social platforms by 20% and increased social reach by 400%, all while continuing to retain SITE Texas members and growing the Chapter organically.**

Destinations Sourced Outside of Texas



Why do you Attend SITE Texas Events?



A large, horizontal, red brushstroke graphic with a textured, painterly appearance, serving as a background for the main title.

2021 SPONSORSHIP OPPORTUNITIES

Have some ideas of your own? Let's get creative and put together the perfect sponsorship package to fit your needs!

site **Texas**

2021 Single Event Sponsorship

Commit Now & Pay Later!
No payment due until the
month of the event.

- ❖ ****Highlighted Supplier of the Month on SITE Texas website (overview of company, product/services with contact info)**
- ❖ ****Logo and Hyperlink on www.sitetexas.org for 1 month**
- ❖ ****Event sponsor recognition at sponsored monthly including 1 dedicated **email blast**, 2 **social media mentions and onsite signage****
- ❖ ****3-minutes of talk time** for presentation or video at sponsored event
- ❖ **Attendee list** with contact information from sponsored event
- ❖ 2 complimentary registrations to attend sponsored program (you can use these for your company or to host planners)

Discounted Investment ~~\$3,000~~ **\$2,250**

We whole-heartedly expect live events to be back in full swing for 2021, but we may host hybrid events as necessary. For hybrid events, the following sponsorship opportunities are available for Single Events:

- ❖ All above marked ****** plus branded virtual waiting room and closing credit/thank you message



2021 Single Event Sponsorship

Tentative Schedule

Commit Now & Pay Later!
No payment due until the
month of the event.

- ❖ January 31st - SITE Texas Annual General Meeting
- ❖ Feb - Happy Hour
- ❖ March 17th - Educational Event
- ❖ April 21st - GMID
- ❖ May 12-16th - Tech Summit - (see page 14)
- ❖ June 24-27th - SITE Mid-Year Board Retreat
- ❖ July 1st - Happy Hour
- ❖ July TBD - Educational Event
- ❖ August - Crafts for a Cause
- ❖ Sept - Road Shows - see page 15
- ❖ October - Educational Event
- ❖ November - SITE NITE at IMEX
- ❖ December 8th - Holiday Party
- ❖ December - SITE Board Retreat



2021 Tech Summit Sponsors

Commit Now & Pay Later!
No payment due until March 2021

We invite you to join us May 12-16, 2021 for our premier hosted buyer educational event. Our 8th annual Tech Summit is hosted by the Melia Punta Cana Beach Resort in the beautiful Dominican Republic.

Your participation in this event yields valuable business networking time with key customers who make decisions on selecting destinations, DMCs, hotels, off site venues and activities for their group travel programs. We historically have had 1.5 buyer for every supplier.

SEE NEXT PAGE FOR INCLUSIONS :

Investment \$

Sponsorship Levels *	Member Price	Non-Member Price
Gold	\$5,495.00	\$5,995.00
Silver	\$4,395.00	\$4,895.00
Bronze	\$3,595.00	\$4,095.00

**Sponsors please include one Silent Auction Donation. All prices are USD*



2021 Tech Summit Sponsors

Commit Now & Pay Later!
No payment due until March 2021

Inclusions	Gold	Silver	Bronze
Three buyer + one supplier registration, OR, Two buyer + two supplier registrations (guest rooms included 5/12, 13 , 14 & 15)	*		
Two buyer + one supplier registration (guest rooms included 5/12, 13 , 14 & 15)		*	
One buyer +one supplier registrations (guest rooms included 5/12, 13 , 14 & 15)			*
Participate in all scheduled program activities	*	*	*
Participation in hosted buyer appointments	*	*	*
5-Minutes stage time	*		
3-Minutes stage time		*	
Recognition at podium as top sponsor	*		
Logo recognition on SITE Texas Tech Summit website	*	*	
Recognition in one Tech Summit email blast	*		
Recognition Program of Events	*	*	*
Event registration list with full contact info	*	*	*

2021 Road Show Sponsors

DALLAS/FT WORTH | HOUSTON | AUSTIN

Commit Now & Pay Later!
No payment due until July 2021

Join us for our multi-city Road Show event, held in September or October 2021. Three cities in 3 days.

INCLUDES:

One full registration to participate in the three cities; Dallas, Houston, Austin
Company listing on the evite
Event registration list with contact info

Special 2021 Discounts

Have you joined us in the last 3 years? If so, your price is only \$1,800 for all three cities
First time Road Show attendance is \$2,100 for all three cities

Per city Road Show attendance

\$700 per city for returning attendees (within the past 3 years)
\$750 per city for new attendees



Giftng & Activation Partner Sponsorship Opportunity

Share your onsite gifting experience with our members & attendees - a win-win for all!

OUR GIFTING & ACTIVATION SPONSORS PROVIDES:

- ❖ A gifting experience with one take-away gift item to all registered buyer & supplier attendees or
- ❖ An activation experience with associated take away if applicable (example: photo booth and photos) for registered buyer & supplier attendees

OUR GIFTING & ACTIVATION SPONSORS RECEIVES:

- ❖ Logo and Hyperlink on www.sitetexas.org for 1 year
- ❖ **2-minutes of stage time** for presentation or video at sponsored event
- ❖ **Attendee list** with contact information from sponsored event
- ❖ 1 complimentary registration to sponsored event
- ❖ Opportunity to **distribute promotional material** at sponsored event



In-Kind Sponsorship Opportunities

Our educational and networking events wouldn't be possible without our In-Kind sponsors. These are just a few of the many opportunities available to sponsor In-Kind:

- ❖ Monthly meeting venues, décor, furniture, giveaways
 - ❖ Please request our “*Meeting Host Info Document*” which contains information on how to become an event host in the DFW, Austin or Houston area
- ❖ Monthly meeting speakers, entertainment, door prizes
- ❖ Event Technology (virtual, hybrid, VR, etc.)
- ❖ PPE Personal Protective Equipment
- ❖ CSR Activity sponsor
- ❖ Apparel - branded items
- ❖ Technology - project management, event management, etc.
- ❖ Transportation company - limo, bus, uber
- ❖ Signage/step and repeat
- ❖ Beverage/wine/alcohol

Stand-Alone Sponsorship Opportunities

- ❖ **Happy Hour Sponsor**
 - ❖ We are always looking for ways to entertain and educate at either in-person or virtual Happy Hours. Let's talk about how you can add value and gain exposure
- ❖ **Event Exposure Table**
 - ❖ \$1,000 for a table set up at a chapter event to meet our attendees and highlight your offering
- ❖ **Podcast sponsor**
 - ❖ 30 second **MICE Talk 360 Podcast** advertisement - \$250 per episode
 - ❖ \$1,500 for 10 episodes
- ❖ **Name Tag Lanyard Sponsor**
 - ❖ Be recognized at every SITE Texas event by providing your logo on lanyards
 - ❖ You can provide lanyards or we can provide pricing

Raffle & Silent Auction Prizes

- ❖ Raffle Prizes & Silent Auction items

Throughout the year we collect raffle prizes and auction items for various events, including our holiday party.

We are seeking:

- ❖ hotel packages/certificates
- ❖ airline tickets
- ❖ theatre, sporting event and concert tickets
- ❖ authentic artisan crafts/gifts
- ❖ Gift baskets
- ❖ Gift card
- ❖ Any other items that fit our industry and attendees.

For your donation, your company name, donated item with description, and value amount will be shared with attendees.

Holiday Party Sponsorship Opportunities



Let's work together to create a holiday party that shows our members who you are and what you are all about!





We would love to
partner with you.

Have Questions?
Please reach out!

Single event sponsorship require no payment due until the month of the event! Let's talk!

Julie Blank
VP of Sponsorship, SITE Texas
Director, Strategic Accounts
Brightspot Incentives & Events
Julie.blank@brightspot.email
(o) 972.661.6042 & (m) 214.789.9083

Katie Wages, CMP, CITP
Director of Sponsorship, SITE Texas
Meeting & Event Project Manager
CITGO Petroleum Corporation
kgriff4@citgo.com
(o) 832-486-4752

site Texas
www.sitetexas.org