

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

2022 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**

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 contacts 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



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 & 7,000 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!

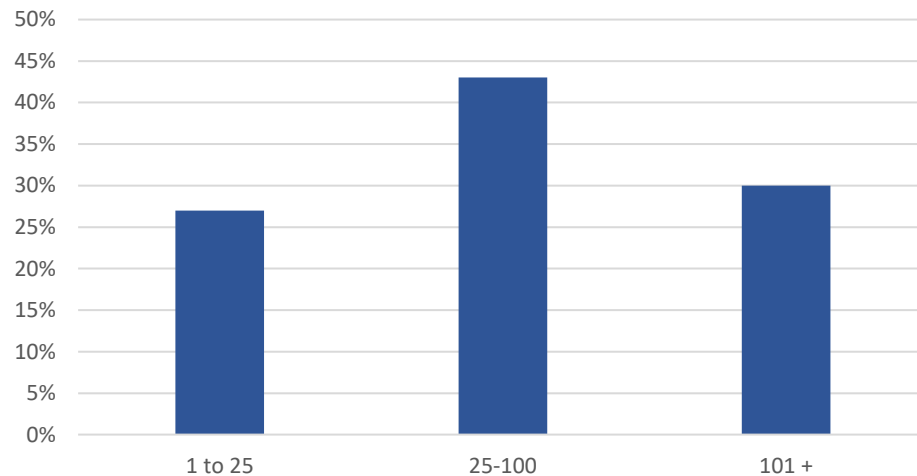
Pages 7-15 are a catalog of partnership and sponsorship opportunities that allow your brand to stay top-of-mind with our influential community of global incentive travel professionals.

Sponsorship Exposure

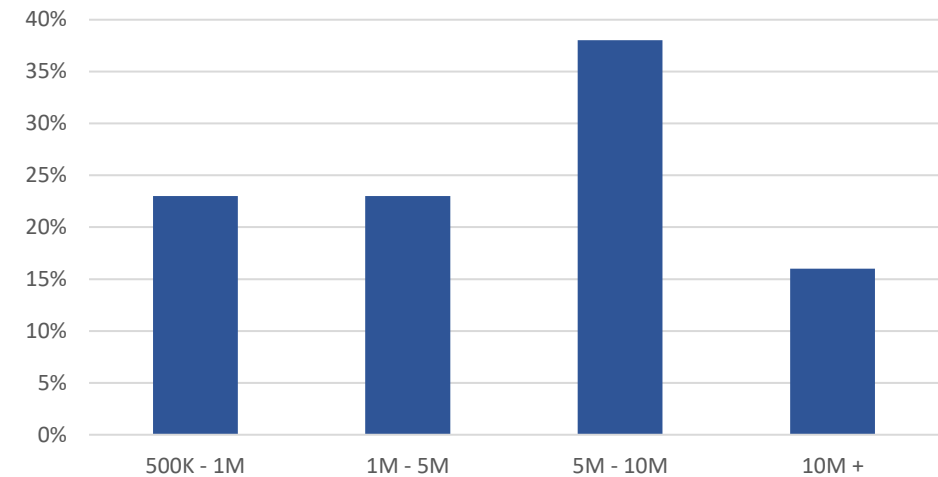
Our Member Needs survey collects valuable information each year. This data is used to both help us serve our members and give us insight into volume and value of business our members represent.

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

Number of Events Planned in 2019



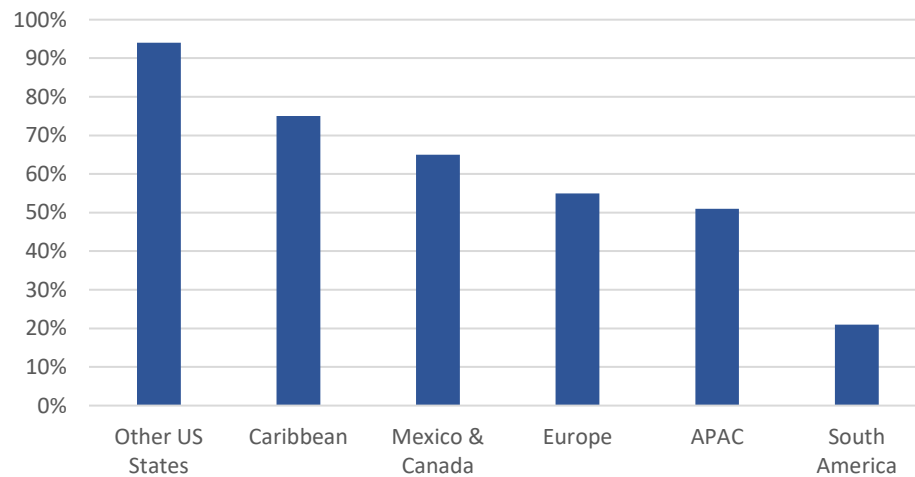
Total Meetings/Events Budget for 2019



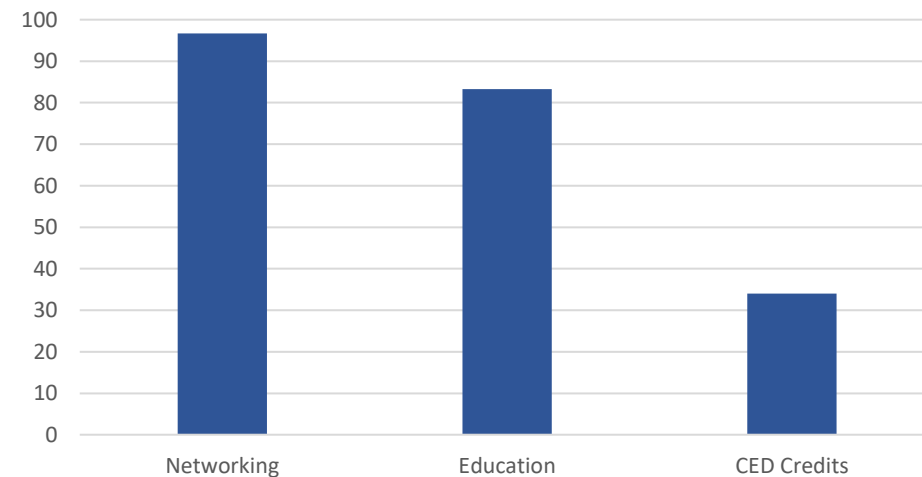
Sponsorship Exposure

Pages 7-15 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.
Have your own sponsorship ideas? We would love to talk about them!

Destinations Sourced Outside of Texas



Why do you Attend SITE Texas Events?



2022 Single Event Sponsorship

2022 Event Dates Available Soon

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

We whole-heartedly expect live events to be back in full swing for 2022, 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



2022 Silver Star Sponsor

Commit **Now** & Pay **Later!**
No payment due until 2022

INCLUDES:

All Single Event Sponsorship Benefits

PLUS YOU ALSO RECEIVE:

- ❖ **Logo and Hyperlink on www.sitetexas.org for 1 year
- ❖ **Opportunity to **distribute promotional material** at sponsored event
- ❖ 1 complimentary registration to attend **ALL** 2021 programs (you can use these for your company or to sponsor a buyer, excludes Tech Summit & Road Shows)

Discounted Investment ~~\$5,000~~ **\$3,750**

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 Silver Stars:

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



2021 Gold Star Sponsor

Commit **Now** & Pay **Later!**
No payment due until 2022

INCLUDES:

All Single Event Sponsorship Benefits
All Silver Star Sponsor Benefits

PLUS YOU ALSO RECEIVE:

- ❖ **Logo and Hyperlink on www.sitetexas.org for 1 year
- ❖ ****1 dedicated email blast** to SITE Texas database
- ❖ **Sponsor level recognition at **ALL** SITE Texas events included on signage
- ❖ **Complimentary** one-year SITE Texas Membership for one in your organization, excludes Tech Summit & Road Shows
- ❖ **Complimentary** CITP Exam registration (\$895 value)

Discounted Investment ~~\$7,000~~ **\$5,250**

We whole-heartedly expect live events to be back in full swing for 2022, but we may host hybrid events as necessary. For hybrid events, the following sponsorship opportunities are available for Gold Stars:

- ❖ All above marked ** plus branded virtual waiting room and closing credit/thank you message
- ❖ Branded virtual platform background
- ❖ Promo video add-in

The Gold Star Sponsorship Includes
One Complimentary
CITP exam registration
(\$895 value)



2022 Premier Partner

Our top sponsorship opportunity offering maximum value and exposure

Commit **Now** & Pay **Later!**
No payment due until 2022

INCLUDES:

All Single Event Sponsorship Benefits
All Silver Star Sponsor Benefits
All Gold Star Sponsor Benefits

Includes 1 complimentary
CITP exam registration
(\$895 value)

PLUS YOU ALSO RECEIVE:

- ❖ Logo and Hyperlink on www.sitetexas.org for 1 year
- ❖ Premier Partner Dedicated Event – we will work with you to choose an educational topic that fits your product/service. Our Marketing team will plan and market the event (**including a social media campaign**). You are encouraged to act as the keynote speaker and communicate directly with our membership, but we are happy to speak on your behalf if needed.
- ❖ **Membership database** with contact information & **2 dedicated email blasts** to our membership sent by SITE Texas
- ❖ Co-sponsorship of SITE Texas Podcast **MICE Talk 360** with mentions on five podcasts aired in 2021
- ❖ Logo included in all pre & post event marketing for **ALL** events held throughout the year
- ❖ Logo included on signage for **ALL** events held throughout the year
- ❖ Recognition as our Premier Sponsor from the stage at **ALL** events held throughout the year
- ❖ Opportunity to distribute promotional materials at 2 events throughout the year
- ❖ 1 additional complimentary registration (2 total) to attend **ALL** 2021 programs (you can use these for your company or to host planners)
- ❖ Complimentary SITE Texas Supplier Membership for 1 member your organization and 1 planner of your choice, including Road Show participation, excludes Tech Summit

Discounted Investment ~~\$10,000~~ **\$8,000**

All Hybrid opportunities listed in previous packages apply

Stand-Alone Sponsorship Opportunities

- ❖ Registration Table Host
 - ❖ \$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

Giftng Partner Sponsorship Opportunity

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

OUR GIFTING SPONSOR PROVIDES:

- ❖ A gifting experience with one take-away gift item to all registered buyer & supplier attendees

OUR GIFTING SPONSOR 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



Activation Partner Sponsorship Opportunity

Share your activation experience with our members & attendees – a win-win for all!

OUR ACTIVATION SPONSOR PROVIDES:

- ❖ An activation experience with associated take away (example: photo booth and photos) for registered buyer & supplier attendees

OUR ACTIVATION SPONSOR RECEIVES:

- ❖ Logo and Hyperlink on www.sitetexas.org event page
- ❖ **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



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 attendees who you are and what you are all about!



We would love to
partner with you.

Questions?

Please reach out!

Nicole Buraglio

VP of Sponsorship, SITE Texas

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