



For over twenty years, the SYTA Annual Conference has provided unique and valuable sponsorship opportunities for organizations wishing to promote their business beyond appointments and networking. Sponsorship opportunities leverage the power of your credibility, generate awareness of your brand and demonstrate a commitment to the student travel industry.

## SPONSORSHIP BENEFITS + LEVELS

Tier levels and benefits are based on total sponsorship dollars invested at the Conference. Benefits for shared sponsorships will vary based on total number of sponsors. Benefits are subject to change based on final conference schedule and program.

SYTA Annual Conference SPONSORSHIP BENEFITS	TIER 1 \$20,000+	TIER 2 \$15,000+	TIER 3 \$10,000+	TIER 4 \$5,000+	TIER 5 \$2,500+	TIER 6 \$1,500+
<b>Exhibit Booth</b> • Premium includes choice of furniture package • Standard includes high cocktail table and four chairs	10x20 Premium Booth	10x10 Premium Booth	10x10 Premium Booth	10x10 Standard Booth		
<b>Complimentary Appointment Taking Registration</b>	1					
<b>Complimentary Non-Appointment Taking Registration</b>	1	1	1			
<b>Invitation to Leadership Reception</b>	2	1	1			
<b>Reserve Table at Saturday Luncheon</b> (if applicable)	✓	✓				
<b>Company Recognition Page in Digital Program</b>	✓	✓				
<b>Company 30-Second to One-Minute Video Displayed at SYTA Central and/or Showcase</b>	✓	✓				
<b>Company Speaking Opportunity</b> (based on sponsorship)	✓	✓	✓			
<b>Company Exclusive Pre-Conference Email Blast and Social Media Post for Sponsorship</b>	✓	✓	✓			
<b>Company Recognition in General Session Slides</b>	✓	✓	✓			
<b>Pre- or Post-Conference Mailing List</b> (one time use)	✓					
<b>Company Sponsorship Spotlight in Conference eNewsletters</b>	✓	✓	✓			
<b>Company Description/Logo in Conference Mobile App</b>	✓	✓	✓	✓		
<b>Company Name/Logo on Sponsor Recognition Signage</b>	✓	✓	✓	✓	✓	✓
<b>Company Name/Logo on Conference Website</b>	✓	✓	✓	✓	✓	✓
<b>One Item in Conference Bag</b>	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer		
<b>Sponsor Ribbon for All Company Attendees</b>	✓	✓	✓	✓	✓	✓
<b>Company Name/Logo in Conference Recognition Ad in Educators Buyers' Guide</b>	✓	✓	✓	✓	✓	✓

If you are interested in becoming a conference sponsor, please contact Monica Schafer at [monica@serendipity-media.com](mailto:monica@serendipity-media.com)

# SPONSORSHIP BENEFITS + LEVELS

SYTA Annual Conference SPONSORSHIP LEVELS	TIER 1 \$20,000+	TIER 2 \$15,000+	TIER 3 \$10,000+	TIER 4 \$5,000+	TIER 5 \$2,500+	TIER 6 \$1,500+
General Session & Luncheon All Attendees (Saturday)	\$40,000					
General Session All Attendees (Saturday, Sunday, Monday)		\$15,000				
Tour Operator Breakfast (Sunday)		\$15,000				
Pre-Conference Education Day (Friday)		\$15,000				
Leadership Networking Reception		\$15,000				
Tour Operator Showcase Lounge		\$15,000				
Branded Neck Wallets			\$10,000			
Hotel Key Cards				\$7,000		
Mobile Charging Stations				\$6,500		
SYTA Showcase Hall Wi-Fi				\$6,500		
Pocket Guides				\$6,500		
Tour Operator Water Stations or Booth Water				\$6,500		
Mobile App Presenting Sponsor				\$6,500		
Tour Operator Appointment Booth Desktop Kits					\$3,000	
Virtual Showcase Booth					\$2,500	
DYMO Transporation					\$2,500	
Refreshment Breaks					\$2,500	
Education Sessions					\$2,500	
Tour Operator Room Delivery					\$2,500	
Tour Operator Snack Boxes					\$2,500	
Tour Operator Gift Delivery Business Appointments					\$2,500	
Mobile App Banner Ad					\$2,500	
Appointment Clock					\$2,000	
Digital Advertising at Convention Center						\$1,500
Annual Conference Program						\$1,500
Showcase Aisle Floor Decals						\$1,500
Morning Joe Coffee Sponsor (TBD)						
Hospitality Suite Sponsor (Custom Pricing)						
SYF Luncheon Presenting Sponsor		\$15,000				
SYF DYMO Presenting Sponsor		\$15,000				
SYF Auction Area Presenting Sponsor				\$5,500		
SYF Auction Website Presenting Sponsor					\$2,500	
SYF Run/Walk/Slumber					\$2,500	
SYF Luncheon Table Sponsor (if applicable)						\$500
SYF Golf, Presenting Sponsor	\$20,000					
SYF Welcome Party		\$15,000				
SYF Golf, Awards Luncheon					\$3,500	
SYF Golf, Breakfast Sponsor						\$1,500
SYF Golf, Golf Cart						\$1,500
SYF Golf, Hole						\$500
Webinars (EdWeb, CSTO, CSTP...)						\$1,500
(Logo in promotional emails, confirmation email, presentation PowerPoint, survey and on webinar landing page, social promotion mention and introduction of speaker.)						
Research						

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