



SYTA ANNUAL CONFERENCE

August 24 – 28, 2018

Baltimore, MD

2018 SYTA Youth Foundation Event Sponsorship Opportunities

(Additional benefits by sponsorship level start on page 3)

SYTA Youth Foundation events help fund scholarships, travel, and assistance projects that enhance the social, cultural and educational experiences for youth, and enrich the link between travel experiences and character development. Visit www.sytayouthfoundation.org.

Sponsorship benefits are based on total sponsorship dollars invested in SYTA Youth Foundation Events.

Golf Classic

All sponsors receive logo recognition at the Pairings Party, Golf Classic, SYTA Youth Foundation Luncheon and at the Annual Conference

Presenting Sponsor - **SOLD**

Friday, August 24, 2018

- Approximate attendance: 80 (includes golfers and VIP guests)
- Ten minute opportunity to welcome Golf Classic attendees (total)
- Includes one sponsored golf hole – value of \$500
- Includes luncheon food and non-alcoholic beverages - upgrade to full bar for additional cost
- Includes two invitations to the Golf Pairings Party – value of \$100
- \$10,000 exclusive

Pairings Party Sponsor

Thursday, August 23, 2018

- Approximate attendance: 80 (includes golfers and VIP guests)
- Six minute opportunity to welcome Pairings Party attendees (total)
- Includes full bar and hors d'oeuvres
- Includes two invitations to the Golf Pairings Party – value of \$100
- \$10,000 exclusive

Breakfast Sponsor

- Approximate attendance: 80 (includes golfers and VIP guests)
- Includes food and beverage
- Includes one invitation to the Golf Pairings Party – value of \$50
- \$1,500 exclusive

Beverage Cart Sponsor - **SOLD**

- Sponsor beverage carts
- Logo recognition on beverage carts (provided by SYF)
- Opportunity for (2) sponsors to attend, ride in cart and attend the Golf Classic Breakfast & Luncheon
- Includes one invitation to the Golf Pairings Party – value of \$50
- Sponsor pays beverage charges
- \$1,500 exclusive

Golf Hole Sponsor

- Sponsor a golf hole and/or competition
- Logo recognition on golf hole signage (provided by SYF)
- \$500 exclusive (opportunity to include F&B and/or competition for additional cost)

If you are interested in becoming a conference sponsor, please contact Becky Armely at barmely@syta.org.

5K Run/Walk/Slumber – Sunday, August 26, 2018

Presenting Sponsor - SOLD

- Opportunity to welcome attendees kickoff the event
- Approximate attendance: 100
- Logo recognition on t-shirt, SYTA Youth Foundation Luncheon and at the Annual Conference
- \$1,500 exclusive

SYTA Youth Foundation Luncheon – Sunday, August 26, 2018

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

Presenting Sponsor - SOLD

- 10-minute opportunity for speech or video
- Reserved table at the luncheon for 10 guests
- Approximate Attendance: 850
- \$20,000 exclusive

Foundation Table Sponsor

- Reserved table at the luncheon for 10 guests
- Logo on reserved table sign
- \$500 per table

Patron Reception – Saturday, August 25, 2018

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

Presenting Sponsor - SOLD

- 5-minute opportunity to welcome attendees
- Logo recognition and/or video on sponsor screens
- Approximate attendance: 200
- \$10,000 exclusive

Dance Your Meal Off (DYMO) – Sunday, August 26, 2018

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

Presenting Sponsor - SOLD

- 5-minute opportunity to welcome attendees
- Logo recognition and/or video on stage sponsor screens
- Logo recognition in all DYMO marketing
- Opportunity to provide special plastic drink cups or water bottles
- Approximate attendance: 500
- \$15,000 exclusive or \$5,000 per sponsor (three available)

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Event Sponsorship Benefits

Sponsorship levels and benefits are based on total sponsorship dollars invested in Foundation events. Benefits for shared sponsorships will vary based on total number of sponsors. Benefits are subject to change based on final conference schedule and program.

SYF SPONSOR BENEFITS	PLATINUM \$20,000 +	GOLD \$15,000 +	SILVER \$10,000 +	BRONZE \$5,000 +	STAR \$1,500 +	FAN \$500 +
Exhibit booth Premium includes choice of furniture package. Standard includes high cocktail table and four chairs.	10x10 Premium Booth	10x10 Standard Booth	10x10 Standard Booth	10x10 Standard Booth		
Complimentary Appointment Taking Registration	1					
Complimentary Non-Appointment Taking Registration	1	1	1			
Invitation to Patron Reception	3	2	2	1	1	
Reserved table at Foundation Luncheon	Yes	Yes	Yes			
Invitation to Tour Operator Only Event (if applicable)	Yes	Yes				
One recognition page in conference program or digital media	Yes	Yes				
Opportunity to include a 30 second to 1 minute video that will be displayed on digital signage within SYTA Central and/or Showcase	Yes					
Speaking opportunity based on sponsorship	Yes					
Exclusive pre-conference email blast and social media for sponsorship	Yes					
Final conference registration mailing list	Yes					
Event Spotlight in Conference eNewsletters	Yes	Yes	Yes			
Recognition in <i>Teach & Travel</i>	Yes	Yes	Yes			
Logo recognition on the SYTA Youth Foundation website	Yes	Yes	Yes			
Conference bag insert	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer		
Pre-conference list rental of attendees (one time use)	Yes	Yes	Yes			
Company description/logo within Conference mobile app	Yes	Yes	Yes	Yes		
Company name/logo on sponsor signage at conference	Yes	Yes	Yes	Yes	Yes	Yes
Company logo on conference website	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbon for all company attendees	Yes	Yes	Yes	Yes	Yes	Yes

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Policies and Procedures

SPONSORSHIP

Sponsorships will be assigned on a first-come, first-served basis. If multiple applications for exclusive sponsorships are received on the same day, a drawing will be held to determine the "winner." All sponsorships will be invoiced in advance of the conference and are non-refundable. Sponsors must comply with all relevant policies concerning advertising and exhibiting with SYTA. SYTA maintains the right to eliminate a sponsorship opportunity at any time. In such cases, any money advanced by a company will be refunded in full. SYTA maintains the right to incorporate its logo/conference branding on any and all promotional materials

CANCELLATION

In the event that the conference is cancelled by SYTA, any money advanced by an exhibitor will be refunded in full. In such cases, SYTA shall be free from any claim for damages which an exhibitor alleges to have suffered as a result of such cancellation.

SPACE VARIATIONS

SYTA will assign all booth & table placements and reserves the right to make modifications, if necessary, to placements.

USE OF SPACE

Distribution of promotional material may be made only within the space assigned to the exhibitor presenting such material. Solicitation of business must be confined to an exhibitor's own table. An exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor.

LIABILITY AND INSURANCE

Neither SYTA nor the management of the hotels will be responsible for loss or damage to property of an exhibitor from theft, strikes, damage by fire, water, storm, vandalism or other causes, but will use reasonable care to protect the exhibitor from such loss. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought upon the Hotel premises, and shall indemnify, defend, and hold harmless SYTA, its officers and staff members, the Hotels and their owners and employees, etc. from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that an exhibitor will provide his/her own floater insurance coverage as needed. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by an exhibitor or agent of the exhibitor after the close of the exhibit. An exhibitor shall be liable to owners of the conference facilities for all damage caused by the exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

OPERATION RESTRICTIONS

SYTA reserves the right to prohibit and/or evict an exhibitor whose presentation is in any manner deemed by management as offensive to conference attendees or other exhibitors by reason of bad taste, noise, questionable morals or controversial content. In the event of such prohibition or eviction, SYTA shall not be liable to an exhibitor for refunds of exhibit fees. SYTA shall not be bound to any contract in which said problems cannot be so controlled. Distribution of promotional material and solicitation of business may be done only within the exhibit space assigned to the vendor.

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