



SOUTHEAST
TOURISM SOCIETY

SPONSORSHIP & EVENT OPPORTUNITIES

For more information about sponsorships, please contact:

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www.southeasttourism.org

WHAT IS STS?

MISSION

STS empowers a diverse network of tourism professionals through Education, Advocacy, Recognition, and Networking.

VISION

STS envisions a region where the lives of residents and visitors are improved through travel and tourism.

VALUE PROPOSITION

STS links tourism professionals, through shared knowledge and partnerships, to grow tourism in the southeastern United States.



If you really are serious about making a career of the tourism or hospitality business, join this association. It's really professional friendship-making. You will meet folks that you will forever be able to pick up the phone and get answers. It's a lot of fun, too.

TROY BEAM

Executive Director, Shepherdsville-Bullitt County Tourism Commission in Kentucky "Jim Beam Country"



WHY SPONSOR?

When you support an Southeast Tourism Society event, you are joining a network of travel and tourism leaders who have valued relationships and have been sharing that sincere southern hospitality for more than 35 years.

STS sponsorship displays your commitment to the tourism industry and delivers benefits reaching your target audiences.

Let's talk about tailoring a sponsorship package that works for you!



STS is a must if you seek growth in this industry. Being a member has afforded me opportunities to grow my knowledge of the industry and continue to build relationships with fellow DMO representatives, and to also work with some of the industry's most knowledgeable market research experts.

SONJA BURRIS

*SVP of Marketing & Communications, TMP,
Rock Hill/York County CVB in South Carolina*

STS SPONSORSHIPS 2022-2023



2023 DOMESTIC SHOWCASE

Domestic Showcase is the premier marketplace event in the South. More than 500 tourism professionals gather for three days to network and share ideas.

BENEFIT LEVELS	PRICE
Mountain Top <ul style="list-style-type: none">• Customized benefits based on sponsorship• Everything listed in Riverwalk level	\$25,000
Riverwalk <ul style="list-style-type: none">• 1 supplier booth with 2 delegates• 1 pre OR 1 post e-blast• Opportunity to present during function• Everything Listed in Seaside level	\$10,000 - \$24,999
Seaside <ul style="list-style-type: none">• 1 registration• Full page color ad in official program & appointment book• Everything listed in Greenway level	\$5,000 - \$9,999
Greenway <ul style="list-style-type: none">• Recognition as a sponsor on STS Domestic Showcase website and printed and electronic promotional material, signage, and agenda• Inclusion of one-sheet collateral material, brochure or flyer distributed in the attendee bags• Sponsor logo recognition on app• Electronic list of attendees	\$1,000 - \$4,999

STS SPONSORSHIPS 2022-2023



2023 DOMESTIC SHOWCASE

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SPONSORSHIP OPPORTUNITIES	PRICE
Mountain Top <ul style="list-style-type: none">Lunch Sponsorship	\$25,000
Riverwalk <ul style="list-style-type: none">Exclusive Refreshment Station - \$10,000Exclusive Coffee and Tea Station - \$10,000Network Breakfast - \$15,000Educational Session Speakers - \$7,500 (2 for \$10,000)	\$10,000 - \$24,999
Seaside <ul style="list-style-type: none">Delegate Name Badges- \$5,000Registration Bags- \$5,000Exhibit Hall Wi-Fi - \$5,000Buyers Binder- \$5,000Journalist Shipping Station - \$5,000Marketplace Activation Station - \$6,000	\$5,000 - \$9,999
Greenway <ul style="list-style-type: none">Attendee Bag Gifts - \$500 + cost of giftsAt-a-Glance Schedule - \$1,000Room Drop - \$1,000 + cost of gifts/deliveryAppointment Clock Display - \$1,000 (5 available)Coffee and Tea Station - \$3,000 (exclusive for all 4 sessions \$10,000)	\$1,000 - \$4,999

STS SPONSORSHIPS 2022-2023



CONNECTIONS

One Meeting. Fourteen Regions. Infinite Ideas. Connections is Southeast Tourism Society's annual conference. Each year, travel and tourism experts, visionaries and curators come together to share their best-kept secrets.

BENEFIT LEVELS	PRICE
Mountain Top <ul style="list-style-type: none">+3 registrations (5)+1 booths (2)1 pre AND 1 post e-blastOpportunity to introduce general session speakerProvide welcome for group during eventEverything list in Riverwalk level	\$25,000
Riverwalk <ul style="list-style-type: none">+ 1 Registration (2)1 pre OR 1 post e-blastOpportunity to present during functionEverything Listed in Seaside level	\$8,000-\$15,000
Seaside <ul style="list-style-type: none">+1 boothEverything listed in Bluegrass level	\$4,000-\$7,000
Bluegrass <ul style="list-style-type: none">1 registrationEverything listed in Greenway level	\$2,500-\$3,500
Greenway <ul style="list-style-type: none">Recognition as a sponsor on STS Connections website and printed and electronic promotional material, signage, and agendaSponsor name recognition on app	\$1,000-\$2,000

STS SPONSORSHIPS 2022-2023



CONNECTIONS

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SPONSORSHIP OPPORTUNITIES	PRICE
Mountain Top <ul style="list-style-type: none">Opening Night Dinner- \$25,000	\$25,000
Riverwalk <ul style="list-style-type: none">Breakfast (2 Opportunities)- \$8,000Lunch (2 Opportunities)- \$10,000	\$8,000-\$15,000
Seaside <ul style="list-style-type: none">General Session (2 Opportunities)- \$7,000Shining Example Reception- \$5,500Delegate Name Badges- \$5,000Registration Bags- \$5,000Exhibit Hall Wi-Fi - \$5,000Networking Refreshment Breaks (4 Opportunities)- \$5,000	\$4,000-\$7,000
Bluegrass <ul style="list-style-type: none">First Time Attendee Mixer- \$3,000Breakout Sessions (6 Opportunities)- \$3,000	\$2,500- \$3,500
Greenway <ul style="list-style-type: none">Attendee Turn Down Service (2 Opportunities)- \$1,000Transportation- \$2,000	\$1,000-\$2,000

STS SPONSORSHIPS 2022-2023



MARKETING COLLEGE

For nearly three decades, STS Marketing College has provided a unique continuing education program for the travel and tourism industry. We host tourism professionals for one week each year. Students participate in a curriculum designed to teach marketing techniques within all facets of the tourism industry. Upon completion of the three-year program, students receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at STS Connections.

BENEFIT LEVELS

PRICE

Mountain Top <ul style="list-style-type: none"> +1 Registration Reserved table at sponsored events 1 pre AND post e-blast Include promotional item in the attendee bag Provide welcome to group during sponsored event Everything listed in Seaside level 	\$10,000- \$15,000
Seaside <ul style="list-style-type: none"> + 1 Registration Everything Listed in Greenway level 	\$4,000- \$9,999
Greenway <ul style="list-style-type: none"> Recognition as a sponsor on event website and printed and electronic promotional material, signage, and agenda Sponsor name recognition on app 	\$500- \$3,999

SPONSORSHIP OPPORTUNITIES

PRICE

Mountain Top <ul style="list-style-type: none"> Professor Housing- \$10,000 	\$6,000- \$10,000
Seaside <ul style="list-style-type: none"> Dinner (3 opportunities)- \$5,000 Refreshment Breaks (8 Opportunities)- \$4,000 Tote Bags- \$4,000 Professor Dinner- \$3,500 	\$ 3,000- \$5,999
Greenway <ul style="list-style-type: none"> Transportation- \$2,000 Pizza Night- \$2,000 Live Band- \$1,500 Flash Drives- \$1,000 	\$1000- \$2,999

STS SPONSORSHIPS 2022-2023



CONGRESSIONAL SUMMIT ON TRAVEL & TOURISM

The STS Congressional Summit on Travel & Tourism is advocacy in action. More Voices = More Impact. STS members come together in Washington D.C. and meet with their elected officials to discuss legislation that could positively or negatively impact their destinations and visitors.

BENEFIT LEVELS	PRICE
Mountain Top <ul style="list-style-type: none">+1 Registration1 pre AND post e-blastProvide welcome to group during sponsored eventEverything listed in Seaside level	\$10,000- \$15,000
Seaside <ul style="list-style-type: none">+ 1 RegistrationEverything Listed in Greenway level	\$4,000- \$9,999
Greenway <ul style="list-style-type: none">Recognition as a sponsor on event website and printed and electronic promotional material, signage, and agendaSponsor name recognition on app	\$500- \$3,999

SPONSORSHIP OPPORTUNITIES	PRICE
Mountain Top <ul style="list-style-type: none">Board Dinner- \$5,000Exclusive Board Meeting (Includes Dinner and Lunch)- \$7,000	\$5,000- \$7,000
Seaside <ul style="list-style-type: none">Board Lunch- \$3,000Breakfast at the Hotel- \$2,500Evening Reception at the Hotel- (2 available)- \$1,500 (Exclusive for 3,000)Capitol Hill Reception (3 available)- \$2,000 (Exclusive for \$6,000)	\$ 2,000- \$4,999
Greenway <ul style="list-style-type: none">Supporting Sponsor- \$500	\$500- \$1,999

STS SPONSORSHIPS 2022-2023

SIGNATURE EVENTS OF THE SOUTHEAST (Formerly TOP TWENTY EVENTS)

The best events across the Southeast compete to receive the prestigious Top 20 Events designation.

SPONSORSHIP OPPORTUNITIES	PRICE
Event Sponsor	\$4,000



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