



SOUTHEAST

TOURISM SOCIETY

www.southeasttourism.org

PARTNER OPPORTUNITIES

For more information about sponsorship opportunities, please contact:

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WHAT IS STS?

- 500+ Member Organizations
- 12 Southeast States
- Endless Possibilities

Our Mission

Dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry; promoting tourism within our member states, fostering cooperation, sharing resources and providing continuing education.

Our Four Pillar Focus

Education

STS hosts annual events to provide educational opportunities for travel and tourism professionals. These events consist of Workshops, Webinars, the STS annual meeting; STS Connections and STS Marketing College® - where graduates earn certification as a Travel Marketing Professional “TMP.”

Advocacy

STS members have a powerful voice when it comes to local, state and national legislation. Each year STS Public Policy Goals are created to advance travel and tourism as a driving force for economic growth. STS also produces two biennial publications; *Tourism Works* spotlights tourism success stories across the Southeast and the *Federal Tourism Directory* provides an overview of Federal government tourism programs and a listing of key staff contacts. The Directory is distributed to Members of Congress during the annual STS Congressional Summit on Travel and Tourism in Washington, D.C. where members are invited to meet with Congress and discuss legislation to advance tourism.

Recognition

STS believes in recognizing the best and the brightest in our industry. STS Top 20 Festivals and Events Award program recognizes 20 of the top events – per month - in the Southeast and the annual STS Shining Example Awards recognize outstanding contributions in professional tourism across member states.

Networking

Interaction with industry peers, exchanging ideas and learning from each other’s success and mistakes helps build a stronger tourism industry. Noted by our members as one of the top reasons to join STS, networking is an important aspect of each STS program. STS fosters the opportunity for each of its members to develop contacts that help to strengthen their individual goals.



WHY SPONSOR STS?

- Expansive reach and exposure across the tourism industry throughout 12 states
- Customizable partnerships aligned with marketing and growth objectives
- Networking and engaging with key stakeholders and decision-makers in the industry
- Opportunity to develop meaningful and long-lasting relationships among our solid membership base
- Both consumer facing and industry focused opportunities

HOW DOES STS DELIVER VALUE?

- Reduced event and conference fees
- Exposure and branding – signage, social media, website, e-newsletters (via Member News and Industry News)
- Inclusion in collateral (event promotion, agendas, one-sheets, signage and Escape to the Southeast magazine elements)
- Category exclusivity to make sure you stand above the crowd
- Consumer facing and industry focused opportunities

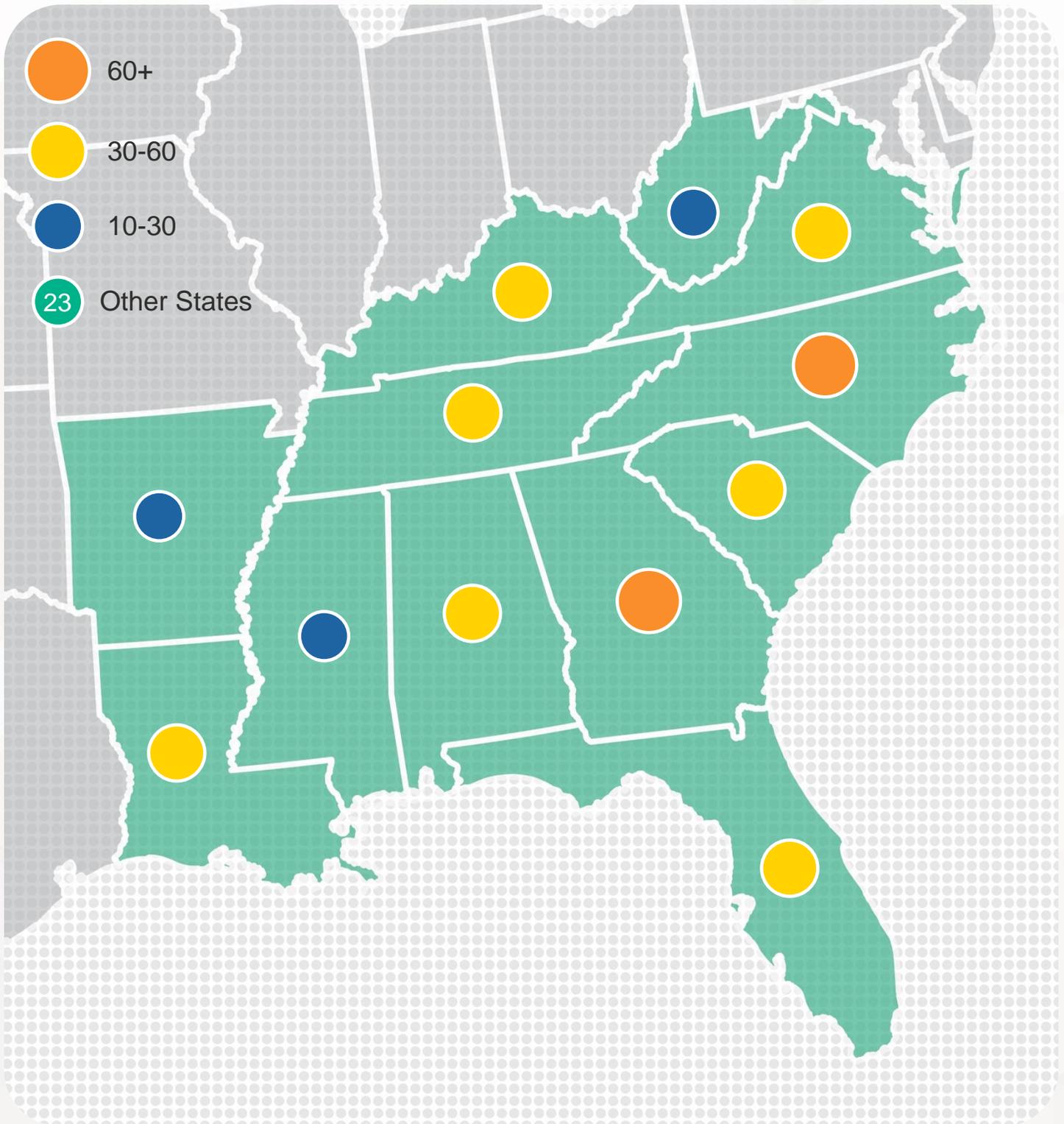
We spend our dollars and energy to engage our customers, and we evaluate which organizations provide the best investment opportunities for our time and resources. Southeast Tourism Society delivers – providing quality time and access to attendees, members and decision makers. They have been key partners in Adara's southeast success.

– **Darren Dunn, ADARA**

CURRENT MEMBERSHIP

Southeast Tourism Society is a one-of-a-kind association of industry professionals with a very broad reach across the entire Southeast United States. You can see here how sponsorship with STS will deliver value across your targeted footprint!

Member Organizations by State



THE STS WAY

A Valued Partnership

When you partner with Southeast Tourism Society, you are joining a network of travel and tourism leaders who value have valued relationships and the sincerity of southern hospitality for over 35 years. STS partners embrace our philosophy, the betterment of our industry, and thus find a loyalty that is unsurpassed.

STS sponsorship not only shows your commitment to the tourism industry, but also delivers benefits reaching your target audience in the areas of the country where you do business.

Let's discuss today how STS can become part of your business strategy!

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