

# 2025 SPONSOR MENU

## SPONSORSHIP PACKAGES



### **GO SPONSORSHIP | \$1,200**

- Logo Inclusion in Digital Resource Manual (\$95 value)
- Quarter Page Advertisement in Digital Resource Manual (\$295 value)
- Recognition on GWS Sponsor Page on the Website and in the Digital Resource Manual (\$500 value)
- One-Sheet Marketing Document in the Digital Welcome Bag (\$250 value)
- Early Access to Database of Delegate Contact Information (\$500 value)
- Sponsor Ribbon on Name Badge

### **WEST SPONSORSHIP | \$3,000**

- Booth Exhibit Space in the Supplier Lounge (\$1,500 value)
- Logo on Marketplace Clock (\$1,000 value)
- Half Page Advertisement in Digital Resource Manual (\$695 value)
- Logo Inclusion in Digital Resource Manual (\$95 value)
- Recognition on GWS Sponsor Page on the Website and in the Digital Resource Manual (\$500 value)
- One-Sheet Marketing Document in the Digital Welcome Bag (\$250 value)
- Early Access to Database of Delegate Contact Information (\$500 value)
- Sponsor Ribbon on Name Badge

### **SUMMIT SPONSORSHIP | \$5,000**

- Full Page Ad in the Digital Resource Manual (\$995 value)
- One (1) Article in the GWS Email Newsletter (\$250 value)
- One (1) Sponsor-Focused Email Blast to over 4,400 Travel Trade Contacts (\$1,000 value)
- Branded Item Buyer Table Drop (\$500 value)
- Booth Exhibit Space in the Supplier Lounge (\$1,500 value)
- Logo on Marketplace Clock (\$1,000 value)
- Logo Inclusion in the Digital Resource Manual (\$95 value)
- Recognition on GWS Sponsor Page on the Website and in the Digital Resource Manual (\$500 value)
- One-Sheet Marketing Document in the Digital Welcome Bag (\$250 value)
- Early Access to Database of Delegate Contact Information (\$500 value)
- Sponsor Ribbon on Name Badge

### **PRINCIPAL SPONSORSHIP | \$10,000**

- One (1) Supplier Registration or Two (2) Buyer Registrations
- One (1) Full-Page Ad in the Digital Resource Manual (\$995 value)
- Two (2) Articles in the GWS Newsletter (\$500 value)
- One (1) Sponsor-Focused Email Blast to 4,400 Travel Trade Contacts (\$1,000 value)
- Branded Item Buyer Table Drop (\$500 value)
- Recognition on GWS Sponsor Page on the Website and in the Digital Resource Manual (\$500 value)
- Additional Comprehensive Sponsor Page with Upgraded Profile Opportunities (\$1,000 value)
- Booth Exhibit Space (\$1,500 value)
- Logo on Marketplace Clock (\$1,000 value)
- Logo in the Digital Resource Manual (\$95 value)
- Social Media Takeover (\$750 value)
- One-Sheet Marketing Document in the Digital Welcome Bag (\$250 value)
- Early Access to Database of Delegate Contact Information (\$500 value)
- Sponsor Ribbon on Name Badge

**CUSTOM PACKAGES AVAILABLE - CONTACT US!**

T: +1.303.850.7144 | E: [info@gowestsummit.com](mailto:info@gowestsummit.com) | [www.gowestsummit.com](http://www.gowestsummit.com)

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## Individual Deliverables



### \$250 Featured Social Media Post

One post that will go out to over 2,600 followers across Facebook, Instagram, Threads, Twitter and Linked-In.

### \$250 Article in GWS Newsletter

Emailed to over 4,600 travel industry contacts. 250 word article can include up to two (2) images and multiple links.

### \$250 Digital One-Sheet Marketing Document

Two page PDF Included in our Digital Welcome Bag, distributed to all attendees and the GWS database of over 4,600 travel industry experts. Also published to the Go West Summit website, and promoted across social media.

### \$500 Early Access to Database of Delegate Contact Information

Early access to the Go West Summit attendee database. Start your marketing outreach early for better success during the Summit.

### \$500 Branded Item Buyer Table Drop

Supply your own branded item and we will ensure it is placed on each buyer Marketplace table prior to the event start. Item must be delivered to event staff by Tuesday, Jan. 7th.

### \$750 Week Long Social Media Takeover

Highlight your company by taking over the Go West Summit social media pages for a full week. One post per day that will go out to over 2,600 followers across Facebook, Instagram, Threads, Twitter and Linked-In.

### \$1,000 Company Focused Email Blast

Content of your choice (no word, image or link limit.) Emailed to our database of over 4,600 travel industry contacts or targeted to GWS 2025 delegates.

### \$1,500 Booth Space in the Supplier Lounge **\*\*POPULAR ITEM**

10' x10' exhibit space in the Supplier Lounge- adjacent to the Marketplace room. Includes table and two chairs, All booth material must be free standing and not attached to conference center walls.

*\*Add a booth representative Pass for \$500 (No access to Marketplace appointments)*

### \$1,500 Go West To-Go Banner Advertisement-

Your banner ad will appear on a page of the Go West To-Go Microsite- optimized for your phone so attendees can access their GWS account directly on the Marketplace floor.

### \$3,000 Charging Station Sponsor

Minimum two (2) electric charging stations placed in Marketplace & Supplier Lounge with your logo and marketing materials.

### \$3,500 Refreshment Break Sponsor

Sponsor one of the break stations in the Supplier Lounge. Price includes the cost of coffee/ teas. Additional food and beverage options available for an additional cost.

### \$4,000 Go West To-Go Splash Page Sponsor-

Your Logo will appear on the welcome page of the Go West To-Go Microsite- optimized for your phone so attendees can access their GWS account directly on the Marketplace floor.

### \$5,000 Go West Summit Name Badge Sponsor- Sponsored by Visit Greater Palm Springs

Your logo on every buyer, supplier, and VIP name badge, given to all attendees at registration.

UNDER \$1,000

\$1,000-\$2,000

\$3,000-\$5,000

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## Event Sponsorships



- Design your message and maximize your exposure by hosting an official GWS event!
- Go West Summit will assist with event coordination, on site help, marketing and promotion for the event.
- Sponsor has the opportunity to select the final invite list.
- Sponsor will be responsible for planning and all costs associated with the event including food & beverage and potential room rental charges or fees.

In Addition to Event Promotion, All Event Sponsorships Include:

- Logo in the Digital Resource Manual Program (\$95 value)
- One (1) Social Media Post (\$250 value)
- One (1) Advertisement in the Digital Recourse Manual  
(Quarter page, half page or full page depending on sponsorship)
- One-Sheet Marketing Document in the Digital Welcome Bag (\$250 value)
- Early Access to Database of Delegate Contact Information (\$500 value)
- Sponsor Ribbon on Name Badge

## HAPPY HOUR SPONSOR | \$3,200

1 Available:

- Education Day Happy Hour (Tuesday Jan. 7, 2025) - Sponsored by GetYourGuide
- Wednesday Afternoon Marketplace Happy Hour (Wednesday Jan. 8, 2025) - Sponsored by Travel Nevada
- Thursday Afternoon Marketplace Happy Hour (Thursday Jan. 9, 2025)

## BREAKFAST SPONSOR | \$5,500

1 Available:

- Wednesday Morning (Wednesday Jan. 8, 2025)

## EVENING EVENT SPONSOR | \$5,500

2 Available:

- Monday Evening Buyers Welcome Reception (Monday Jan. 6, 2025) - Sponsored by Travel Oregon
- Wednesday Evening Event (Wednesday Jan. 8, 2025)
- Thursday Evening Closing Event (Thursday Jan. 9, 2025)

## LUNCH SPONSOR | \$10,000 INCLUDES F&B

1 Available:

- Tuesday Jan. 7, 2025
- Wednesday Jan. 8, 2025 - Sponsored by BWH Hotels
- Thursday Jan. 9, 2025 - Sponsored by Visit Colorado Springs

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## PROMOTIONAL ITEMS

- Priced per unit. Sponsor chooses number of items purchased after minimum order is met. Estimated Attendance: 200 Buyers & Media / 500 overall attendees
- All rates include production, shipping and handling costs.
- Items will be handed out at the registration table.

### **PENS** | Starting at **\$350** (\$1.35 each) *minimum order of 250*

Branded stylus pen is made with reclaimed, renewable and sustainable wheat stalks for an option that uses less plastic and is friendlier to the planet. 2 imprint colors. Choice of pen color.



### **NOTE PADS** | **\$1.75 each** Sponsored by Big Bus Tours San Francisco

White, 5.5" x 4.25", 50-sheet note pad with your full color logo and contact information.



### **CONVENTION BAG** | Starting at **\$1,500** (\$5.00 each) *minimum order of 300*

Roomy tote includes front pocket and water bottle side mesh pocket. One imprint color. Your choice of tote color.



### **NOTEPAD ORGANIZER** | Starting at **\$1,000** (\$10.00 each) *minimum order of 100*

A place for everything and your logo on that place! 100-page scratch pad with flip up top features your logo (1 color imprint) with paperclips, sticky flags and paper barrel pen underneath.



### **BUSINESS CARD CASES** | Starting at **\$1,200** (\$12.00 each) *minimum order of 100*

Silver stainless steel with tab closure. Full Color printed logo.



### **TRAVEL TUMBLER** | Starting at **\$1,500** (\$15.00 each) *minimum order of 100*

16 oz double wall stainless steel mug with 1 imprint color. Choice of band color.



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## Advertise In The Official Go West Summit Digital Resource Manual

An affordable and effective way to draw attention to your destination or business. The Go West Summit Digital Resource Manual is designed as a planning resource, and contains supplier, tour operator, and media profiles, sponsor information, event agenda, and more.

Distributed to every Go West Summit attendee in a digital flipbook format, this is a don't-miss opportunity to heighten your visibility during Go West Summit.

### DIGITAL RESOURCE MANUAL ADVERTISING OPTIONS

- \$95 Logo Inclusion Advertisement (above profile)
- \$295 Quarter Page Advertisement (near profile)
- \$695 Half Page Advertisement (near profile)
- \$995 Full Page Advertisement (near profile or in program, event schedule, or preceding profile sections)

**ADVERTISING DEADLINE**  
**11.30.24**

*sample full page ad & logo*

**Sage Hospitality Group**  
Christina McAree  
1.303.441.1100  
www.sagehospitality.com

**Vail Resorts**  
Ms. Heather Peterson  
1.970.754.0005  
www.vailresorts.com

**The Broadmoor Manitou & Pikes Peak Cog Railway**  
Luke Prince  
1.719.476.8788  
www.cograilway.com

**Visit Colorado Springs**  
Ms. Amy Long  
1.719.486.7000  
www.visitcoloradosprings.com

**Visit Denver**  
Lisa Bruening  
1.303.371.9445  
www.visitdenver.com

**Colorado Springs**  
**More than meets the eye**

With all there is to see and do, you'll want to add another day to your itinerary! Or two. Or three.

Colorado Springs is a year-round tour destination boasting mild temperatures, more than 300 days of blue skies and spectacular scenery. Create intriguing tours at unforgettable, wide-open spaces like Garden of the Gods Park and Pikes Peak - America's Mountain.

The Visit Colorado Springs has a professional staff dedicated to assisting tour operators, receptive operators and travel counselors to find the resources, information and connections they need to ensure their clients have an amazing and unforgettable Colorado experience.

More than 55 unique attractions  
Thousands of miles of trails & open spaces

**MORE REASONS TO TOUR COS**

**Western Heritage**  
Discover the deep roots of the Pikes Peak or Bust Gold Rush.

**Arts & Culture**  
Soak in the region's multifaceted culture at museums, performances and festivals.

**Year-round mild climate**  
From colorful fall days to spring blooms, the region shines with a year-round mild climate.

Start planning today at: [VisitCOS.com/groups-tours](http://VisitCOS.com/groups-tours)

**Advertisements can now include links directly to your website!**

### DIGITAL RESOURCE MANUAL PREMIUM AD PACKAGES

Get the most out of your advertisement by purchasing a Premium Advertisement Package. Your ad will be duplicated and placed on our social media platforms for all of our followers to see, in a newsletter sent to over 4,600 travel industry contacts, or in an alert to all GWS attendees.

- \$1495 Full Page Advertisement Duplicated in Two (2) Social Media Posts
- \$1495 Full Page Advertisement Duplicated in Two (2) Newsletter Email Blasts
- \$1495 Full Page Advertisement Duplicated in One (1) Registrant-Specific Alert