

2024 SPONSOR MENU

SPONSORSHIP PACKAGES



GO SPONSORSHIP | \$1,200

Logo Inclusion in Digital Resource Manual (\$85 value)
Recognition on GWS 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)
Logo Inclusion in the Digital Resource Manual (\$85 value)
Recognition on GWS 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 Conference 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 (\$85 value)
Recognition on GWS 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
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)
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 Program (\$250 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 | www.gowestsummit.com

2024 SPONSOR MENU

Event & Speaking Sponsorships



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

HAPPY HOUR SPONSOR | \$3,200

3 Available:

Education Day Happy Hour (Monday February 26th)

Tuesday Afternoon Marketplace Happy Hour (Tuesday, February 27th)

Wednesday Afternoon Marketplace Happy Hour (Wednesday, February 28th)

BREAKFAST SPONSOR | \$5,500

1 Available:

Tuesday Morning (Tuesday, February 27th)

EVENING EVENT SPONSOR | \$5,500

1 Available:

*Sunday Evening Buyers Welcome Reception (Sunday, February 25th)- **SOLD***

Tuesday Evening after 5:30 PM (Tuesday, February 27th)

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

1 Available:

*Monday February 26th **SOLD***

*Tuesday, February 27th **SOLD***

Wednesday, February 28th

In Addition to Event Promotion, All Event Sponsorships Also 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

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PROMOTIONAL ITEMS

All rates include production, shipping and handling costs.
Choose to purchase Buyer only gifts, hand placed on Marketplace tables
or expand your visibility and purchase gifts for all attendees, handed out at Registration.



NOTE PADS | \$600 / \$1000

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



PENS | \$600 / \$1000

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.



HAND SANITIZER | \$1,000 / \$1,500

1 oz clear, unscented hand sanitizer gel, 4-color process imprint available on clear or white label.



Mints & Toothpick Dispenser | \$1,250 / \$2,000

Full color logo will allow attendees to think of you as they are preparing for their next Marketplace meeting.



Convention Bag | \$1,500 / \$2,500

1 oz clear, unscented hand sanitizer gel, 4-color process imprint available on clear or white label. Choice of Color.



REUSABLE WATER BOTTLES | \$1,750 / \$2,750

Clear plastic 16oz water bottle made with BPA- free reusable & recyclable PETE.
2 Imprint colors. Choice of bottle color.



TRAVEL TUMBLER | \$2,000 / \$3,200 ~~SOLD~~

16 oz double wall stainless steel mug. up to 2 imprint colors. Choice of band color.



MINI CONFERENCE OFFICE SUPPLY KIT | \$2,500 / \$4,800

Clear hard plastic case, Miniature-sized office tools includes stapler, staples, paper clips, rubber bands, transparent tape, sticky notes & sticky flags. Full Color imprint color logo on top of lid. Choice of color.



BUSINESS CARD CASES | \$3,000 / \$5,000

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

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2024 SPONSOR MENU

Individual deliverables



UNDER \$1,000

- \$250** **Featured Social Media Post**
One post that will go out to over 2,000 followers across Facebook, Instagram, Twitter and Linked-In.
- \$250** **Article in GWS Newsletter**
Emailed to over 4,400 Travel Industry contacts. 250 word article can include up to two (2) images and links.
- \$250** **Digital One-Sheet Marketing Document**
Two page PDF Included in our Digital Welcome Bag, distributed to all attendees, 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** **Reserved Lunch Table**
Invite your new Summit friends to sit at your own reserved table. Sponsor can choose between Monday, Tuesday or Wednesday lunch.
- \$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 prior to the start of Marketplace.
- \$750** **Branded Item Buyer Room Drop**
Supply your own branded item and we will ensure it is placed in every Buyer Hotel Room. Sponsor is also responsible for the Hotel delivery fees. Item must be shipped directly to event.
- \$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 2,000 followers across Facebook, Instagram, Twitter and Linked-In.

\$1,000-\$2,000

- \$1,000** **Logo on Marketplace Clock**
Your digital logo on rotation during all available Marketplace events.
- \$1,000** **Company-Focused Email Blast**
Content of your choice (no word, image or link limit.) Emailed to our database of over 4,400 Travel Industry contacts.
- \$1,500** **Booth Space in the Supplier Lounge**
10' x10' space. Includes 6' table and two chairs.
- \$2,000** **Logo on Conference Mini-Agenda Distributed to all Attendees**
Your logo, front and center on every Mini-Agenda handed out with name badges to all attendees at registration.

\$3,000-\$5,000

- \$3,000** **Sponsor a Marketplace or the Speed Session**
Introduce a Marketplace Session. Also includes Buyer table item drop, and your logo on the Marketplace clock during the entire session.
- \$3,500** **Refreshment Break Sponsor**
Includes cost of refreshments, branded signage and announcement before breaks.
- \$4,500** **Go West Summit Name Badge Sponsor**
Your logo on every Buyer, Supplier, and VIP neck wallet, given to all attendees at registration.
- \$5,000** **Lunch Center Pieces**
Your logo on the center pieces at every official Go West Summit lunch
- \$5,000** **Charging Station Sponsor**
Minimum two (2) electric charging stations placed in Marketplace & Supplier Lounge with your logo.

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Advertise In The Official Go West Summit Digital Resource Manual

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

Distributed to every registered Go West Summit attendee in digital form, 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)

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 4,400 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



Visit Estes Park

Rebecca Pena
Group Sales Manager
P.O. Box 4428
Estes Park, CO
80517

Tel: +1 - 970 - 586-0500
Email: rpena@westestespark.com
Website: www.westestespark.com

Description: Visit Estes Park is the destination marketing organization for Estes Park, Colorado. Located at the base of Rocky Mountain National Park and surrounded on three sides by beautiful forest, Estes Park is the destination for outdoor year-round adventure. From hiking to horseback riding to dining tours, snowshoeing to softboarding, shopping, craft beverages, delicious food and live music, visitors to Estes Park will find no shortage of things to see and do, all set in the backdrop of the stunning Rocky Mountains.

Visit Glenwood Springs

Lisa Langer
Director of Tourism Promotion
802 Grand Avenue
Glenwood Springs, CO
81601

Tel: +1 - 970 - 946-6580
Email: lajq@visitglenwood.com
Website: www.visitglenwood.com

Description: Three hours west of Denver, Glenwood Springs, Colorado is where world-class hot springs meet year-round outdoor adventures. Set in the heart of the Rocky Mountains, hot springs all activities await wellness visitors from around the world. The Colorado and Roaring Fork rivers converge in Glenwood Springs, making it an all-season recreational paradise. Enjoy water activities - rafting, fishing, swimming, soaking and kayaking. Land experiences - biking, hiking, paddling, skydiving, zip-lining and skiing. Be awed by the natural healing powers of mineral hot springs and thrilled by amazing geologic formations and world-class amusement rides. Visit Glenwood Springs, Colorado's Land of Water!

Sample Quarter Page Ad



Get ready to totally redefine your idea of the perfect vacation. In Reno Tahoe, you can wander through idyllic alpine forests, venture into endless desert landscapes and dive into refreshingly clear waters. Discover delightfully unexpected bars, restaurants and breweries. Lose yourself in the rhythm of our vibrant, naturally inspired city streets. Once you begin to explore all Reno Tahoe has to offer, you'll wish your time here could last forever.

RenoTahoe.com
VisitRenoTahoe.com

Sample Full Page Ad