



# THE 1ST INTERNATIONAL WOMEN IN TRAVEL AND TOURISM FORUM

Reykjavik - 23 & 24 January 2020

## SPONSORSHIP OPPORTUNITIES 2020



# ***1<sup>st</sup> International Women in Travel and Tourism Forum***

## ***‘Shaping a gender inclusive industry to meet the talent and leadership needs of the 21st century’***

**The very first international forum in which senior leaders and up-and-coming female talent from across the industry come together to share, learn; challenge and progress their understanding of gender diversity and inclusion.**

**An innovative and collaborative forum, focussed on enhancing the full contribution of women to the workplace and jointly address current limitations.**

**An inclusive and non-conventional platform designed to encourage connections, engagement and participation of women and like-minded men.**

**Jointly developed by industry leaders **Carnival Corp, Promote Iceland and Peak DMC /Intrepid Group** with gender focussed social enterprise Women in Travel (cic).**

## *Event Overview*

- **120-150 selected delegates** comprising male and female decision makers and their chosen next generation female talent, media and more. We have already engaged with companies throughout Europe, Americas, Africa and Asia Pacific.
- **Opening dinner and welcome** at the beautiful Radisson Hotel Reykjavik;
- Keynote speech by the **First Lady of Iceland, Eliza Reid**;
- **A full day of sessions**, with contributions from international travel and tourism leaders, entrepreneurs, social activators and more;
- **Group and Reverse Mentoring Sessions** to ignite discussion, encourage collaboration and active listening;
- An exciting weekend **social programme** to explore our host destination, globally famous for its beautiful nature, sensational landscape and welcoming people;
- **Networking opportunities** throughout the event and the chance to meet change-makers and leaders from across the globe.

## *PR & Social Media*

- A dedicate website with opportunity for branding and more;
- Proactive PR support to engage and activate your brand in the lead up, during the event and in its aftermath;
- Opportunity to feature in a dedicated social media campaign across key social media channels: Instagram; Twitter; LinkedIn;
- Blogs, interviews, podcasts and other means to increase your exposure and thought-leadership positioning are available;
- Additional opportunities with traditional media, a key global media partner as well as international and local travel trade publications.



## Overview of Sponsorship Opportunities

Founding Event Sponsor	SOLD
Opening Dinner	SOLD
Social Programme	SOLD
Farewell Cocktail Party	£6000
Networking Lunch	£5000
2 x Coffee Breaks	£3500
Delegate Materials Sponsor:	Full Package £2500
Badge & Lanyards	£1000
Delegate Folders	£800
Forum Programme	£800
Social Media Sponsor [Insta+Twitter]	£2500
Group Mentoring Sponsor	SOLD
Session Sponsor [7 available] -	1 x £1500
Sustainable, cotton printed goodie bags with your logo	SOLD
Podcast Sponsors (content focussed on topics of relevance and also on inspiring females – TBC with sponsors)	£500x1 £1250x3 £2500 x6
Advertising in Forum Programme	Full page £500 Half page £250
Forum E-Bulletin (September/November/January)	£300 x 1 £800 x 3
Attendees Website Area : Logo + company description [up to 250 words]	£250

Other opportunities exist to:

1. Contribute to goodie bags;
2. Provide an arrival gift to all attendees;
3. Provide a 'Thank You' gift to speakers;
4. Host events to promote the Forum and encourage attendance

(\*) Please note no VAT is applied.

## *Overview of Main Benefits*

### **Farewell Cocktail Party**

- Identified as Farewell Cocktail Party sponsor
- Opportunity to say a few words before or at the cocktail reception
- Brand and imagery projected on a screen in the room
- Logo to appear on all event related literature and other material
- Logo on website with link to company
- Feature on e-bulletin

### **Networking Lunch**

- Identified as Networking Lunch sponsor
- Brand and imagery projected on a screen in the room
- Feature on e-bulletin
- Logo to appear on all event related literature and other material
- Logo on website

### **Coffee breaks sponsor**

- Identified as Coffee breaks sponsor
- Logo to appear on all event related literature and other material
- Logo on website
- Official listing on sponsors' page on website
- 3 x Dedicated social media posts

### **Social media sponsor**

- Identified as social media sponsor
- Logo to appear on all event related literature and other material
- Logo on website and on all social media posts
- Official listing on sponsors' page on website
- 3 x Dedicated social media posts

### **Group Mentoring sponsor**

- Identified as Group Mentoring sponsor
- Logo to appear on all event related literature and other material
- Logo on website
- Official listing on sponsors' page on website
- Mentoring Blog

### **Session sponsor**

- Identified as <specific session > sponsor
- Logo to appear on all event related literature and other material
- Logo on website
- Official listing on sponsors' page on website
- 3 x Dedicated social media posts



*If you have other suggestions, we welcome your ideas and feedback.*

*We thank you for engaging with us and for taking the time to consider these opportunities.*

Women in Travel CIC

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We look forward to hearing from you!