

2021 SPONSORSHIP OPPORTUNITIES

August 30-September 1 • Legacy Lodge, Lake Lanier

GOVERNOR'S
TOURISM
CONFERENCE

PRESENTED BY
EXPLORE GEORGIA



The Georgia Governor's Tourism Conference is the premier educational and networking event for the state's tourism and hospitality industry. Presented by Explore Georgia, the state's destination marketing organization, the conference provides invaluable opportunities for networking and knowledge-sharing. This is the signature event for Georgia's tourism industry.

Each year, more than 500 tourism and hospitality professionals gather for Georgia's largest tourism conference. Attendees include important industry partners and leaders who represent nearly every DMO/CVB in the state as well as attractions, lodging, food & beverage, education, and government.

This is the must-attend event of the year if you are committed to Georgia's tourism industry, want to learn best practices and marketing strategies from global experts, and seek to connect with influential members of the state's tourism industry.

Now is your chance to reach an influential and engaged audience of Georgia's top travel and tourism professionals.

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Interested in sponsoring the 2021 Georgia Governor's Tourism Conference? Contact Julie Musselman at jmusselman@georgia.org or 912-484-6688



500+ ATTENDEES

Representing 152 million annual visitors, \$69 million in economic impact, and 484,000 Georgia jobs.

CHAMPION YOUR BRAND, FIND NEW CUSTOMERS & DRIVE REVENUE

SPONSORING THE GEORGIA GOVERNOR'S TOURISM CONFERENCE PROVIDES:

- Increased visibility and enhanced brand reputation within the lucrative Georgia tourism market
 - Connections with Georgia tourism decision makers from around the state
 - Concrete demonstration of your company's commitment to the state's vital tourism industry
 - Brand association with Explore Georgia, the state's official destination marketing organization
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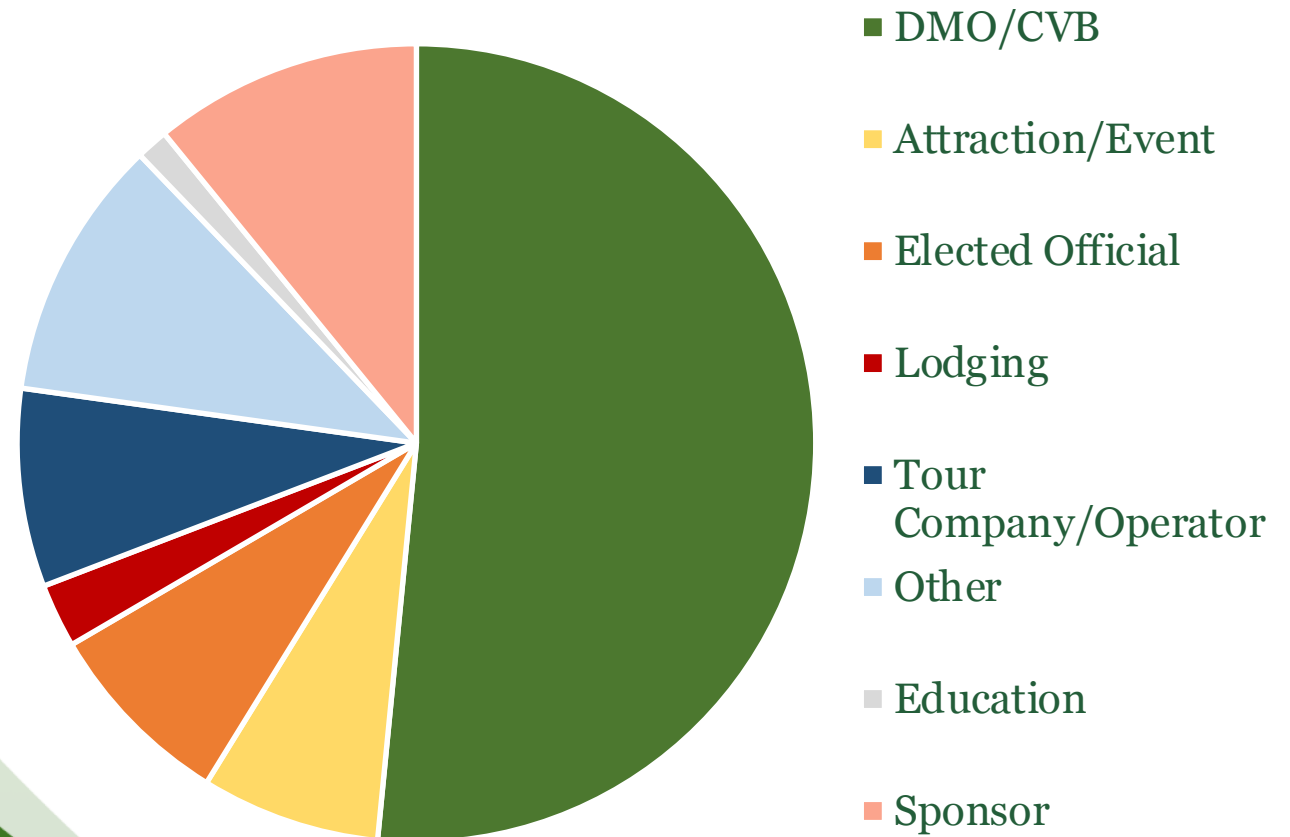
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GEORGIA GOVERNOR'S TOURISM CONFERENCE PARTICIPANT PROFILE

Our conference attendees are executive decision makers within their organization, providing a meaningful networking experience and marketing opportunity to all sponsors.



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SPONSORSHIP LEVELS

We are also happy to craft custom sponsorship packages tailored to your business' needs.

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	PLATINUM \$6,000	GOLD \$4,000	SILVER \$2,000
Number of Conference Registrations Included	4	3	2
Logo on Conference Website, Emails and Printed Materials	Premium Placement	Tier Two Placement	Tier Three Placement
Dedicated Email to All Attendees	X		
Promotional Item at Registration	X		
Opportunity to Speak/Show Video During Sponsored Event	X	X	
Brand Sponsored Event with Signage & Gifts	X	X	
Advance List of Attendees	X	X	X
Table in Exhibit Hall	X	X	X
Verbal Recognition During Sponsored Event	X	X	X

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DATE	EVENT/ITEM	# OF SPONSORSHIPS AVAILABLE	COST
Entire Conference	Conference Lanyards	1	\$6,000
Monday, August 30	General Session #1 (Tourism Economics CEO Adam Sacks)	1	\$4,000
	General Session #2 (Explore Georgia Deputy Commissioner Mark Jaronski)	1	\$4,000
	Afternoon Break	3	\$2,000
	Breakout Series #1	1	\$2,000
	Evening Event at Margaritaville at Lanier Islands	2	\$6,000
Tuesday, August 31	Networking Breakfast	3	\$2,000
	General Session #3 (MMGY – The Black Traveler)	1	\$4,000
	Morning Break	3	\$2,000
	Breakout Series #2	1	\$2,000
	PDN Lunch	3	\$4,000
	Breakout Series #3	1	\$2,000
	Afternoon Break	3	\$2,000
	General Session #4 (Jeopardy’s Ken Jennings)	SOLD	\$4,000
	Evening Event at Lake Lanier Olympic Park	2	\$6,000
Wednesday, September 1	Networking Breakfast	3	\$2,000
	General Session #5 (Legislative Session)	1	\$4,000
	Morning Break	3	\$2,000
	General Session #6 (Deputy Commissioner’s Panel with Global Industry Leaders)	1	\$4,000
	Morning Break	3	\$2,000
	Governor’s Luncheon (Commissioner Pat Wilson & Governor Brian Kemp)	2	\$6,000

PLATINUM SPONSOR – \$6,000

SPONSORSHIP OF ONE OF THE FOLLOWING SIGNATURE EVENTS/ITEMS:

- Monday Night Dinner Event – Margaritaville at Lanier Islands
- Tuesday Night Dinner Event – Lake Lanier Olympic Park
- Wednesday Afternoon – Governor’s Luncheon
- Conference Lanyards

PROMOTIONAL AND ON-SITE BENEFITS:

- Conference registrations for up to four (4) attendees
- Logo featured in tier one placement on conference website, emails, and on-site collateral and signage
- Dedicated email sent to all registered conference participants
- Opportunity to distribute one (1) promotional item at registration
- Opportunity to speak or show video (2-minute limit) during sponsored event
- Opportunity to brand sponsored event with pop-up displays, banners, and/or gifts
- Advance contact list of all registered attendees
- 6' draped table with excellent placement in exhibit hall (exclusively limited to 36 sponsors)
- Verbal recognition from the podium during sponsored event

Dinner events and Governor’s Luncheon are limited to two (2) sponsorships, and Lanyards are limited to one (1) sponsor.

**Product samples, promotional items, signage, and collateral are the responsibility of sponsor. Shipping, handling & storage charges not included. Email, promotional items, video, displays, and banners are subject to conference approval.*

GOLD SPONSOR – \$4,000

SPONSORSHIP OF ONE OF THE FOLLOWING EVENTS:

- Monday General Session #1 – Tourism Economics CEO Adam Sacks
- Monday General Session #2 – Explore Georgia Deputy Commissioner Mark Jaronski
- Tuesday General Session #3 – MMGY: The Black Traveler
- Tuesday General Session #4 – Jeopardy’s Ken Jennings – **SOLD**
- Tuesday Professional Development Network (PDN) Luncheon
- Wednesday General Session #5 – Georgia Legislative Session
- Wednesday General Session #6 – Deputy Commissioner’s Panel with Global Industry Leaders

PROMOTIONAL AND ON-SITE BENEFITS:

- Conference registrations for up to three (3) attendees
- Logo featured in tier two placement on conference website, emails, and on-site collateral and signage
- Opportunity to speak or show video (2-minute limit) during sponsored event
- Opportunity to brand sponsored event with pop-up displays, banners, and/or gifts
- Advance contact list of all registered attendees
- 6' draped table with excellent placement in exhibit hall (exclusively limited to 36 sponsors)
- Verbal recognition from the podium during sponsored event

General Sessions are limited to one (1) sponsor, PDN Lunch is limited to three (3) sponsors.

**Product samples, promotional items, signage, and collateral are the responsibility of sponsor. Shipping, handling & storage charges not included. Email, promotional items, video, displays, and banners are subject to conference approval.*

SILVER SPONSOR – \$2,000

SPONSORSHIP OF ONE OF THE FOLLOWING EVENTS:

- Monday Afternoon Breakout Series
- Monday Refreshment Break
- Tuesday Networking Breakfast
- Tuesday Morning Refreshment Break
- Tuesday Morning Breakout Series
- Tuesday Afternoon Breakout Series
- Tuesday Afternoon Refreshment Break
- Wednesday Networking Breakfast
- Wednesday Morning Refreshment Break

PROMOTIONAL AND ON-SITE BENEFITS:

- Conference registrations for up to two (2) attendees
- Logo featured in tier three placement on conference website, emails, and on-site collateral and signage
- Advance contact list of all registered attendees
- 6' draped table with excellent placement in exhibit hall (exclusively limited to 36 sponsors)
- Verbal recognition from the podium during sponsored event

Breakout Series are limited to one (1) sponsor; Refreshment Breaks are limited to three (3) sponsors.

**Product samples, promotional items, signage, and collateral are the responsibility of sponsor. Shipping, handling & storage charges not included. Email, promotional items, video, displays, and banners are subject to conference approval.*

SPONSORSHIP DETAILS

ADDITIONAL ATTENDEES: All sponsorship packages include conference registrations. Additional sponsor representatives can be added for \$425 per registration.

PAYMENT: All sponsor payments must be received prior to the conference unless alternate payment arrangements have been made with the conference office.

EXHIBIT HALL DETAILS: The exhibit hall will be located in the ballroom adjacent to the main meeting room. This year, we are offering 36 exclusive sponsors a single 6' x 30" draped table, 2 chairs, and wastebasket. Please note, booths are assigned based on sponsorship level and when the sponsorship is reserved.

HIGH TRAFFIC TIMES: The exhibit hall will be open during the working of the entire conference. We host two networking breakfasts and four refreshment breaks in the exhibit hall. Those high-traffic times are:

- Monday, August 30: 3:15-4 p.m.
- Tuesday, August 31: 8-9 a.m., 10-10:45 a.m. & 2:15-3 p.m.
- Wednesday, September 1: 8-9 a.m. & 10-10:30 a.m.

SET UP: Early set up is available on Sunday, August 29 from 1-5 p.m. Regular set up begins on Monday, August 30 at 8:30 a.m. You must be completely set up no later 12:30 p.m. on Monday, the conference begins at 1 p.m. that day.

BREAK DOWN: You may begin breakdown your booth on Wednesday, September 1, no earlier than 10:30 a.m. or once the morning break concludes.

SHIPPING: Shipments will be accepted starting Monday, August 23, 2021. Shipping address below.

Legacy Lodge

Attn: [Your company representative who will be on-site to claim packages + your company name]

7000 Lanier Islands Parkway
Buford, GA 30518

BECOME A SPONSOR

Contact Julie Musselman at jmusselman@georgia.org or 912-484-6688

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