EVENT SPONSORSHIP
The official travel resource for the region, the San Diego Tourism Authority presents an annual schedule of events for our members, industry, and community partners. Events are supported through the generous support of our sponsors.

GOLF TOURNAMENT     APRIL 11, 2018
ANNUAL MEETING     MAY 10, 2018
SALES & MARKETING WORKSHOP  FALL 2018
SOCIAL MEDIA WORKSHOPS  QUARTERLY

OUR EVENTS

The San Diego Tourism Authority presents relevant and timely event programming for our Members and community stakeholders each year. Those events are made possible by the support of our sponsors.

Tourism is vital to the economic health of San Diego accounting for one in eight jobs, and $10.4 billion in direct spending. Taxes generated by hotel stays put more than $267 million into city and county budgets to support essential services for our community.

Thank you for supporting the mission of the SDTA to increase visitor demand to San Diego.

Sincerely,

Joe Terzi
President & CEO
ANNUAL MEETING

At the most anticipated event of the year, all Members of the San Diego Tourism Authority gather for a formal keynote presentation highlighting marketing direction for the coming year. This is your chance to reach the entire hospitality industry at a high-profile event.

DATE: May 10, 2018
VENUE: SeaWorld
ATTENDEES: 800 hotel, restaurant, attraction, meeting and convention services industry owners, C-level, GM, sales and marketing management staff.

SPONSORSHIP OPPORTUNITY

OPPORTUNITIES:

Presenting Sponsor $15,000
Power of Tourism Sponsor $2,500
Industry Partner $999
Tourism Advocate $499
Food & Beverage Sponsors In-Kind
It’s no secret that business gets done on the golf course. Score a hole-in-one by reaching key decision makers in a relaxed and fun atmosphere. Explore opportunities as a sponsor on the fairway or at the annual dinner and awards presentation.

**Sponsorship Opportunity**

**DATE:** APRIL 11, 2018  
**ATTENDEES:** 130+ GOLFERS INCLUDING HOTEL, RESTAURANT, ATTRACTION, MEETING AND CONVENTION SERVICES INDUSTRY OWNERS, C-LEVEL, GM, SALES AND MARKETING MANAGEMENT STAFF.

**OPPORTUNITIES:**

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<th>TITLE SPONSOR</th>
<th>PLAYER GIFTS</th>
<th>PLAYER LUNCH</th>
<th>DINNER &amp; AWARDS</th>
<th>POST EVENT PLAYER RECEPTION</th>
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<th>DRIVING RANGE SPONSOR</th>
<th>CONTEST SPONSOR (4 AVAILABLE)</th>
<th>HOLE &amp; DINNER TABLE SPONSOR (10 AVAILABLE)</th>
<th>FOOD &amp; BEVERAGE SPONSORS</th>
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FALL SALES & MARKETING WORKSHOP

With presentations, keynotes, and panel discussions, this annual workshop allows Members to exchange ideas and review future plans for marketing and sales efforts by the San Diego Tourism Authority. Be part of the annual event which provides industry business owners, hotel executives and decision makers an opportunity to learn more about SDTA sales and marketing strategy moving forward.

SPONSORSHIP OPPORTUNITY

DATE: TBD

ATTENDEES: 500 hotel, restaurant, attraction, meeting and convention services industry owners, C-level, GM, sales and marketing management staff.

OPPORTUNITIES:
Presenting Sponsor $6,000
Networking Event Sponsor $2,500
Workshop Sponsors $2,500
Food & Beverage Sponsors In-Kind
SOCIAL MEDIA WORKSHOPS

The SDTA and its social media agency Casual Fridays present quarterly social media workshops for Members to stay up to speed on these ever-changing platforms. Members have access to industry experts and thought leaders to learn how tourism and meetings businesses use social media and what new trends are upcoming. The sessions are always followed by a 90-minute networking mixer to meet and mingle.

SPONSORSHIP OPPORTUNITY

DATE: Quarterly, TBD

ATTENDEES: 100-150 marketing and sales professionals from hotels, attractions, food & drink, and meeting service Members

OPPORTUNITIES:

Series Presenting Sponsor
$6,500

Tabletop During Networking
$250

Food, Beverage & Venue Sponsors In-Kind
PROGRAM AT-A-GLANCE

REACH OVER 1500 HOTEL, RESTAURANT, ATTRACTION, MEETING AND CONVENTION SERVICES INDUSTRY OWNERS, C-LEVEL, GM, SALES AND MARKETING MANAGEMENT STAFF.

**Annual Meeting**
- **800+ Attendees**

**Sales & Marketing Workshop**
- **130+ Golfers**

**Golf Tournament**
- **500+ Attendees**

FOR MORE INFORMATION:

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