



Ohio Travel
ASSOCIATION

2021 SPONSORSHIP BROCHURE



The Ohio Travel Association provides numerous focused sponsorship opportunities for travel industry partners. Through OTA, increase your visibility, target travel businesses and develop sales by participating as a sponsor.

From sponsoring educational workshops and awards to exclusive media booths, from program or website ads to newsletter banner ads, there are opportunities that meet every budget. Get your business in front of the travel industry!

1 Sponsorship Opportunities

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As a sponsor, your company logo will be represented on our website and in our marketing emails with a clickable link that leads back to your site. We send out approximately 22 – 24 marketing emails to over 1,000 tourism partners from the time registration opens leading up to the conference. In addition, weekly social media posts are scheduled which send people back to the conference website, and many of these posts include tagged sponsor shout-outs. We share these posts via **Facebook** (4,632 followers), **Instagram** (1,158 followers) **Twitter** (5,663 followers), and **LinkedIn** (306 followers).



Our targeted approach and close relationships with members allows you to reach specific demographics within the travel industry. Customize your sponsorship package to maximize your target audience.



Ultimately, our sponsorship packages are designed for you to increase sales and establish long-term relationships with clients. From visibility on signage and contact information to media booth and networking opportunities, we position your business for sales success.



2 Ohio Conference on Travel

Sponsorship Opportunities

Benefits: The Ohio Conference on Travel or state travel conference is one of the best ways to gain exposure, target clients, and generate sales. During this three-day event, meet with Ohio attendees representing attractions, hotels, transportation, museums, CVBs, ferries, wineries, breweries and more. From sponsoring keynote speakers and breakout sessions to media booths, awards and transportation, there are plenty of opportunities to get in front of Ohio travel business attendees. Take a look below at what sponsorship offerings are available for each level. Then, select your package. All sponsorship and promotional opportunities, as well as media booths are limited and sold on a first-come, first-served basis.

Conference Sponsorship Levels Explained:

Platinum Level

All Platinum Level Sponsorship Comes With:

- Two (2) Full Conference Registration
- One (1) Media Booth with Six-Foot Skirted Table
- Company Name/Logo on COT Page of the OTA Website
- Company Name Listed Within Email Correspondence
- Verbal Recognition During Conference
- Company Name Listed on Sponsorship Sign at Registration



Gold Level

All Gold Level Sponsorship Comes With:

- One (1) Full Conference Registration
- Company Name/Logo on COT Page of the OTA Website
- Company Name Listed Within Email Correspondence
- Verbal Recognition During Conference
- Company Name Listed on Sponsorship Sign at Registration



Silver Level

All Silver Level Sponsorship Comes With:

- One (1) Full Conference Registration
- One (1) Media Booth with Six-Foot Skirted Table
- One Full COT Registration List Sent Before the Event
- Company Name/Logo on COT Page of the OTA Website
- Company Name Listed Within Email Correspondence
- Verbal Recognition During Conference
- Company Name Listed on Sponsorship Sign at Registration



Bronze Level

All Bronze Level Sponsorship Comes With:

- One-Fourth Page Ad in Conference Program
- Tent Cards with Logo Placed on Table
- Company Name/Logo on COT Page of the OTA Website
- Company Name Listed Within Email Correspondence
- Verbal Recognition During Conference
- Company Name Listed on Sponsorship Sign at Registration



Be Sure to Reference the Sponsorship Levels in the Previous Page for a Full Listing of Opportunities Within Each Line Item. Complete Page 6 of this Packet to Secure Your Package.

\$2,999
PLATINUM

\$2,999
PLATINUM

\$2,299
PLATINUM

\$1,400
GOLD

\$1,275
GOLD

\$1,175
GOLD

\$1,099
SILVER

\$875
BRONZE

Keynote Speakers

Keynote speakers and engaging topics are one of the key reasons attendees come to conference. The room is typically filled with nearly 300 attendees and keynote information is blasted out through email, social media and the website. Get your business in front of attendees by sponsoring a keynote.

Transportation

Motorcoach shuttles that will transport conference attendees to the offsite evening activities. Your company logo will be displayed on a window sign of each of the shuttles for this event. One sponsor for exclusive, up to two for co-sponsorship.

In-Room Gift Program

This is another fantastic way to reach every conference attendee! Place in-room literature and a gift in each conference attendee's hotel room, the perfect start to a conversation with potential leads.

Additional Platinum Opportunity: In-Room Distribution of Literature and Gift

Registration Desk

Be one of the first points of contact to attendees by sponsoring the registration desk. Give a warm welcome to Ohio travel businesses by leveraging this opportunity.

Additional Gold Opportunities: One (1) Media Booth, Signage at the Registration Desk

Breakout Education Sessions

Education at conference is what drives new ideas and decisions for attendees. Get in front of an average of 60 attendees by sponsoring a breakout session!

Additional Gold Opportunities: Opportunity to Distribute Company Information in Session Room, Opportunity to Introduce Presenter (No Commercials)

Break

Sponsorship of this new option will cover the break between Education Sessions.

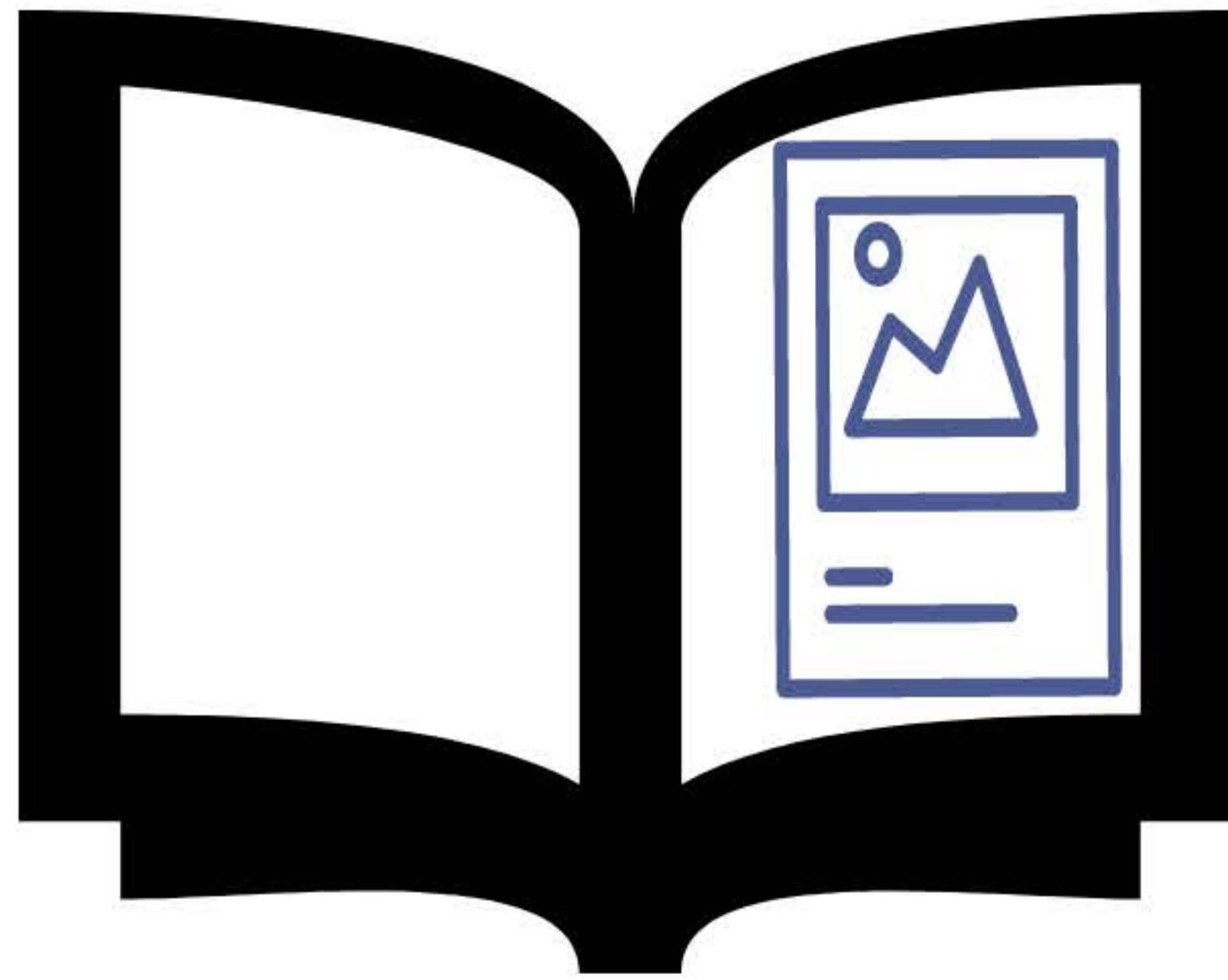
Media Booths

Included with a media booth, receive full contact information for conference attendees before the event and drive leads to your booth. Also, take advantage of an included full registration.

Thursday Evening Dinner

Support Ohio's travel industry by becoming a sponsor of the Thursday Evening Dinner. Demonstrate to your board and community your commitment to Ohio's booming travel industry by becoming a partner at conference. 13 spots available.

Program Ads


\$175
Full Page Program Ad

Advertise your destination, product or service in the official Ohio Conference on Travel digital program distributed to all conference attendees.

Specs: Full Color, JPG, PDF or PNG, 7.25" x 9.75"

\$99
Half Page Program Ad

Advertise your destination, product or service in the official Ohio Conference on Travel digital program distributed to all conference attendees.

Specs: Full Color, JPG, PDF or PNG, 7.25" x 4.75" (horizontal orientation)

\$50
Quarter Page Program Ad

Advertise your destination, product or service in the official Ohio Conference on Travel digital program distributed to all conference attendees.

Specs: Full Color, JPG, PNG or PDF, 7.25" x 2.25"

Ads in the digital program are placed in prominent locations throughout, giving you maximum visibility!



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Newsletter (eClips) and OhioTravel.org Website Ads

Benefits: OTA's weekly newsletter, eClips is sent out to approximately 500 Ohio travel industry members and influencers. This weekly point of contact is one of the most popular member benefits and members are very engaged with this distribution of information.

OhioTravel.org is the storefront of the organization and gets high traffic for all programming, member benefits and organic traffic.

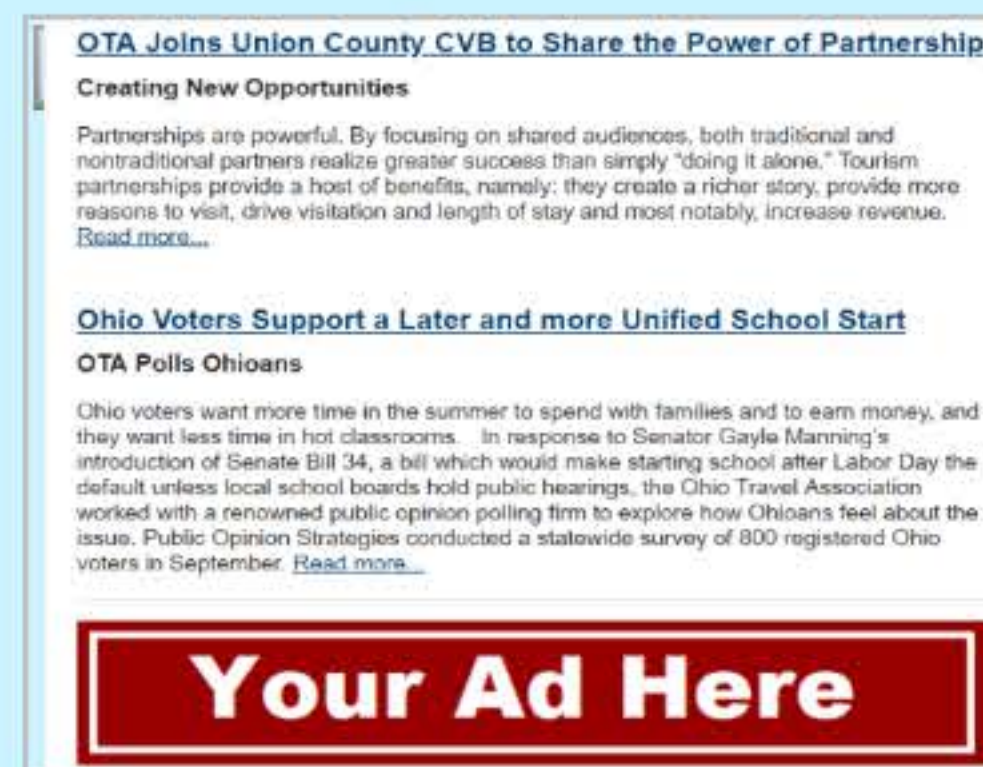
Newsletter (eClips) Sponsorship:

Ad Space Location Options:

Option 1:



Option 2:



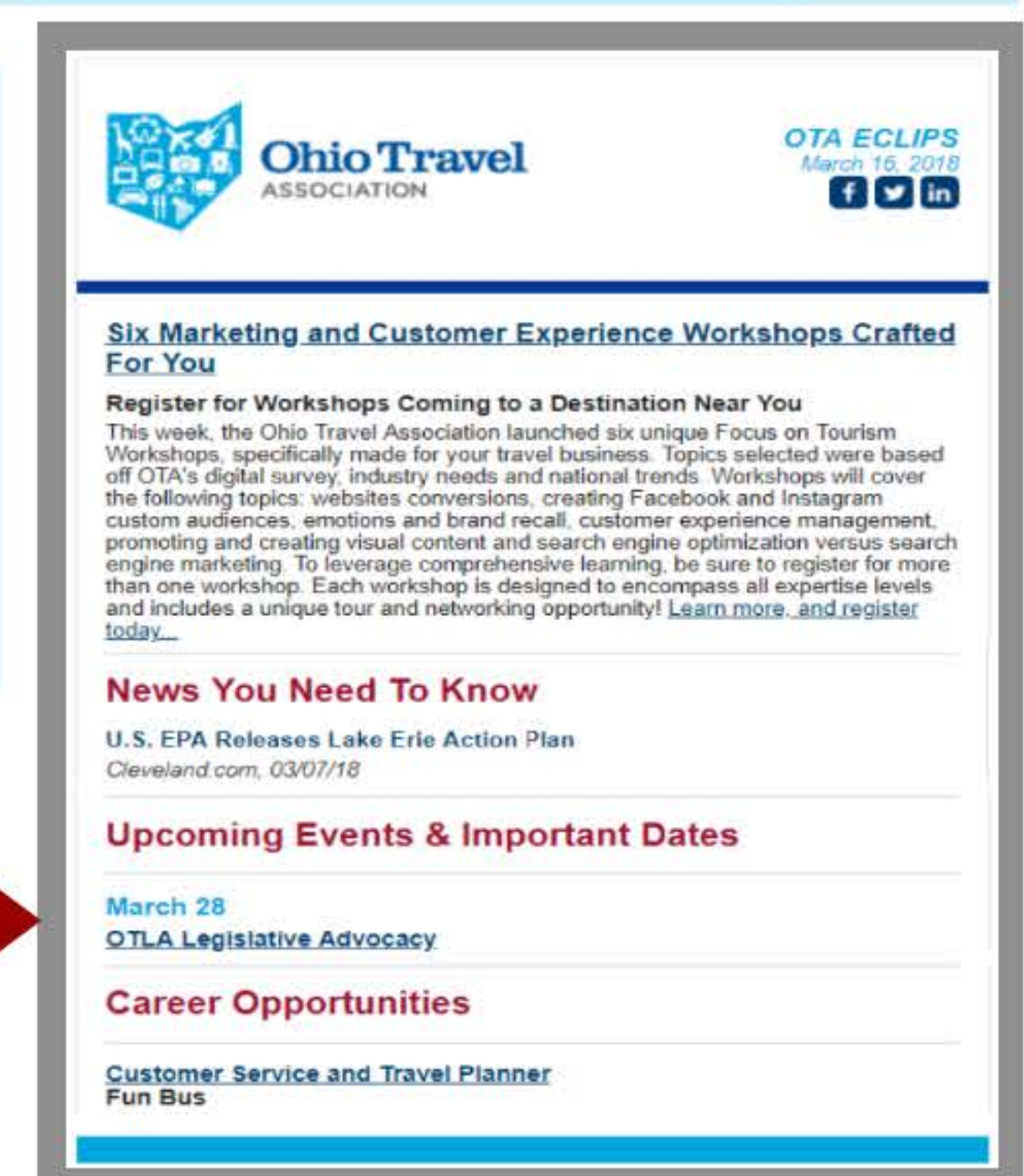
Option 3:



\$199 for Two Months

Get two months of advertising in Ohio travel industry's weekly newsletter for just \$199 (\$99.50/Month). Our newsletter, eClips, is sent on Fridays at 10 am to approximately 500 travel business decision makers with high engagement at a 40% open rate average. Ads must be sent in dimensions 600 x 100 pixels.

Newsletter Sample



OhioTravel.org Sponsorship:

\$399 for Six Months

Get six months of advertising on every page of OhioTravel.org for just \$399 (\$66.50/month). Get your company logo and a link to your website listed on the footer of each OhioTravel.org page. OhioTravel.org is used for Ohio travel business members, programming and organic searchers. Ads must be sent in dimensions 600 x 100 pixels.

Contact Janet Johnson at jjohnson@ohiotravel.org for Custom Sponsorships and Bundles

Sponsorship Form

Any funds provided as part of this marketing/sponsorship agreement are non-refundable. After selecting the previous check boxes of sponsorship opportunities, please complete the below sponsorship form, and email this to Janet Johnson at jjohnson@ohiotravel.org

STEP 1: Place a Check Next to Your Sponsor Package

Ohio Conference on Travel:

<input type="checkbox"/>	\$2,999 PLATINUM	Keynote Speakers
<input type="checkbox"/>	\$2,999 PLATINUM	Transportation
<input type="checkbox"/>	\$2,299 PLATINUM	In-Room Gift
<input type="checkbox"/>	\$1,400 GOLD	Registration Desk
<input type="checkbox"/>	\$1,275 GOLD	Breakout Education Session
<input type="checkbox"/>	\$1,175 GOLD	Break
<input type="checkbox"/>	\$1,099 SILVER	Media Booths
<input type="checkbox"/>	\$875 BRONZE	Thursday Evening Dinner

Conference Ads:

<input type="checkbox"/>	\$175	Full Page Program Ad
<input type="checkbox"/>	\$99	Half Page Program Ad
<input type="checkbox"/>	\$50	Quarter Page Program Ad

Newsletter and Website:

<input type="checkbox"/>	\$199 for Two Months	Newsletter (eClips)
<input type="checkbox"/>	\$399 for Six Months	Website (OhioTravel.org)

STEP 2: Complete This Form and Email it to Janet Johnson at jjohnson@ohiotravel.org

Name: _____

Company: _____

Address: _____

City: _____ State: _____

Zip Code: _____

Phone Number: _____

Fax Number: _____

Email: _____

Payment:

- ☐ Visa
- ☐ MasterCard
- ☐ American Express
- ☐ Discover Card

Card Number: _____

Billing Address: _____

Expiration Date: _____

Security Code: _____

Name on Card: _____

Signature: _____

*If you are paying by check, make payable to Ohio Travel Association and mail to:

Ohio Travel Association
P.O. Box 189
Pickerington, Ohio 43147
Attention: Janet Johnson

Contact Janet Johnson at jjohnson@ohiotravel.org for Custom Sponsorships and Bundles