



# **2019 Sponsorship Prospectus**



**For more information, please contact:**  
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## Why Partner with SITE?

### **SITE is the “I” in MICE**

Incentive Travel is the fastest growing sector within Business Events and SITE is the only association focused entirely and exclusively in incentive travel. If you're in, or want to be in incentive travel then you have to be in SITE.

### **SITE is rapidly growing**

SITE is currently at the highest membership numbers of its 45-year history and is experiencing record growth. Be part of this energetic, dynamic, forward-focused movement by partnering with SITE.

**SITE Chicago** is one of the top 5 largest chapters in the world!

### **SITE is global**

SITE has the widest global footprint of all Business Events associations with burgeoning growth in Europe, Asia and Latin America. If you're a global brand then you need a global partner like SITE.



### **SITE is upscale & luxury**

SITE members use the largest share of upscale/luxury properties and destinations across the entire MICE spectrum. If you're an up-scale, 5-star brand or destination, then you're a perfect fit for SITE.

### **SITE is high yield**

SITE members have the biggest per capita spend of all MICE sectors. That's because we're high revenue/high yield, creating extraordinary experiences for incentive qualifiers. If you're in the business of creating the extraordinary, then SITE is the place for you!





## The “I” in MICE

Incentive Travel, the “I” in MICE, is the fastest growing sector of the Business Events industry with the highest per capita spend and the widest supply chain.

Accounting for about 7% of all Business Events activities, the Events Industry Council’s Global Economic Impact study (2018) estimates the incentive travel industry to be worth around \$75 billion globally.

The Society for Incentive Travel Excellence (SITE) is the only Business Events association dedicated exclusively to the global incentive travel industry.

Founded in 1973, we are a professional association of 2,500 members located in 90 countries, working in corporations, agencies, airlines, cruise companies and across the entire destination supply chain.

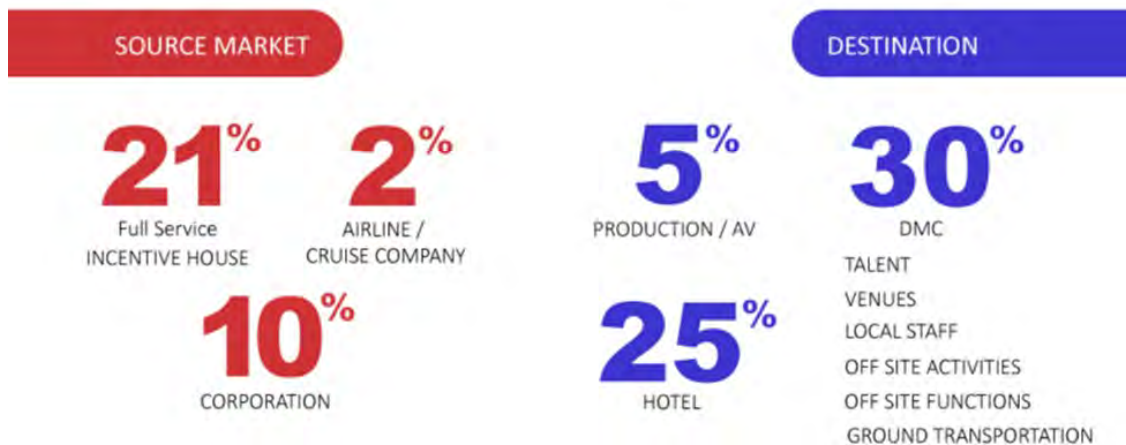




Society for  
Incentive  
Travel  
Excellence

## Who are the members of SITE?

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Members of SITE Chicago represent buyer and planners from direct corporate as well as third party incentive houses and various suppliers who are a great resource for referrals. SITE seeks to provide a platform for incentive travel professionals and suppliers to network on a both a social and business level and encourage interaction with those who follow a common code of professionalism and ethics.

### Who will I be reaching?

- Chicago is the largest SITE Chapter in the greater Midwest and draws attendees from Illinois, Wisconsin, Indiana, Michigan, etc.
- 40-50% buyer to supplier ratio at our events
- Average of 60-100 attendees per event
- Innovative space, unique and memorable events, gifting experiences and quality education
- Great sense of community which provides resources and referrals





## Strategic Sponsor

- 12 month agreement
  - Logo on website with your contact information
  - Logo included in all pre and post event marketing for ALL events held throughout the year
  - Recognition from the stage at ALL events held throughout the year
  - Attendee list with email addresses from ALL events held throughout the year
  - 2 complimentary registrations for any 2 meetings throughout the year (excluding Holly Trolley)
  - Opportunity to have 2 minutes speaking time (or to show a video if venue permits) at an event of your choice (excluding Holly Trolley)
- \$5000.00 Commitment**





## CSR Partner



- 2019 (year-long) agreement
- Logo on website with your contact info
- Logo included in all pre and post event marketing for ALL events held throughout the year
- Recognition from the stage at ALL events held throughout the year
- 1 complimentary registration for each of the CSR events
- Opportunity to have 1 minute speaking time (or to show a video if venue permits) at each of the CSR Events

**\$2500.00 Commitment**

## Young Leaders Partner

- 2019 (year-long) agreement
- Logo on website with your contact info
- Logo included in all pre and post event marketing for ALL events held throughout the year
- Recognition from the stage at ALL events held throughout the year
- Attendee list with Email Addresses for ALL events held throughout the year
- 1 complimentary registration for each of the Young Leader events
- Opportunity to have 1 minute speaking time (or to show a video if venue permits) at each of the Young Leaders Events

**\$5000.00 Commitment**





## Gifting Partner

We are looking for gifting partners to enhance the experience our attendees receive and create an incentive experience that they can replicate at their own events. We find that this provides great exposure for you by being able to personally demonstrate your experience and helps us to increase participation in our event, making it a win/win for everyone.

This sponsorship provides each attendee (All registered guests including buyers, suppliers, speakers/presenters and other sponsors) with a takeaway gift item or items.

- Logo included in all pre and post event marketing
- Logo on signage at the event
- 1 complimentary registration to attend the event
- Recognition from the stage and 2 minutes speaking time (or to show a video if venue permits)
- List of attendees with email addresses following the event







## Host Sponsor

(contributes 100% of Venue Rental, AV and Food & Beverage)

- Opportunity to highlight your experience/product to our attendees firsthand, including tours if applicable
- Logo included in all pre and post event marketing
- If your venue has a hashtag that you would like people to use in addition to @SITEChicago and #SITEUnite, we can communicate that and encourage people to check in at the venue if applicable to provide you with added social media presence
- Logo signage at the event
- 2 complimentary registrations to attend program (you can always use the 2nd spot to host a planner at the event if you don't have another team member you want to attend)
- Recognition from the stage and 2 minutes speaking time (or to show a video if venue permits)
- List of attendees with email addresses following the event







## Silver Event Sponsor

- Logo included in all pre and post event marketing
- Logo on signage at the event
- 2 complimentary registrations to attend program (you can always use the 2nd spot to host a planner at the event)
- Recognition from the stage and 2 minutes speaking time (or to show a video if venue permits)
- List of attendees with email addresses following the event

**\$2500 commitment per event**



## Friend of the Chapter

- Logo included in all pre and post event marketing
- Logo on signage at the event
- 1 complimentary registration to attend program
- Recognition from the stage
- List of attendees with email addresses following the event

**\$1500 commitment per event**





## Raffle Prizes

Our Raffle raises funds to allowing us to be an organization that gives back to our community. We are looking for donations of overnight stays, restaurant certificates, gift cards, passes for experiences, amenity/gift baskets, etc.

The items should have a minimum value of \$100.00 and an expiration date of at least 1 year from the event date.

If you are donating a certificate, please make sure to include any exclusions, blackout dates or specific details.

You'll be recognized as a Donor in our pre-event marketing and during the event with signage and mentions during the raffle drawing.



## Sponsor A Buyer's Membership

Help a Buyer Member become more involved by sponsoring their SITE Membership. We'll help you find a Buyer or you can let us know who you would like to host.

Cost: \$445 Annually

## Support Buyer's Attendance at our Events:

Our event registration sites allow you to either host a particular person by registering and paying for their attendance. Or, you can contribute funds that help offset the buyer's registration fee.





## Holly Trolley Sponsorships

SITE Chicago's signature event of the year features a dynamic progressive evening of networking at 3 unique venues. The experience is enhanced by Trolley rides through the city as you move to from venue to venue. Event sells out every year!

*Winner of the 2018 Chapter Excellence Award in Special Events from SITE Global*



### All sponsorships included:

- Logo included in all pre and post event marketing
- Logo Signage at the event
- Recognition from the stage
- List of attendees with email addresses following the event

### Host Sponsor (contributes 100% of venue rental along with Food & Beverage) — need 3 separate venues for 1 1/2 hours each

- 2 complimentary registrations to attend Holly Trolley
- 2 minutes speaking time

### Silver Event Sponsor - \$2000

- 1 complimentary registration to attend Holly Trolley
- 1 minute speaking time

### Friend of the Event Sponsor—\$1000

- 25% off registration for 1 guest

### Trolley Beverage Sponsor—In Kind

- Opportunity to interact with guests by handing out beverages as guests board Trolleys

### DMC Partner— In Kind

- Highlight your services and brand directional signage with your logo
- Interaction with guests throughout evening

### Festive Accessories Sponsor—\$500

- Opportunity to sponsor the holiday headbands, hats and other accessories
- Interaction with guests by handing out items at registration

### Photo Booth Sponsor—\$1500

- Sponsor the photo booth which will be at all 3 venues
- Photos are emailed to participants and feature your logo

### Gifting Partner—In Kind

- Interact with guests with a takeaway gift item





## Other Sponsorship Opportunities

### Education Sponsor

Support our efforts to provide quality speakers, panelists and educational opportunities.

- Your logo will be featured on the registration site
- Recognition from the stage at the event

**\$1000 per event**



### Chapter Champion

Looking to make a contribute to the Chapter for general operating expenses?

You'll receive logo recognition on the registration page for 1 event

**\$500 contribution**

### Name Tag Lanyards

#### Sponsor:

Be recognized at every SITE Chicago event by providing your logo on lanyards.

**\$1000 Annual Sponsorship Commitment**



### Name Tag Sponsor

Help offset the printing and supplies for nametags at our events.

**\$500 Annual Sponsorship Commitment**

### Accommodations Sponsor

Provide a discounted room rate to SITE Chicago members for our events. Or provide complimentary accommodations for our speakers or out of town buyers.



## 2019 Event Dates

### **AGM (Annual General Meeting)**

Thursday, February 21st  
The Geraghty

### **Networking Program**

Fall (Dates TBD)  
(Venue TBD)

### **Motivation Matters—Education Program**

Tuesday, April 16th  
Shirley Ryan Ability Lab

### **Networking Event at IMEX**

September 10-12 (Dates TBD)  
Las Vegas (Venue TBD)

### **CSR Event - Chicago Help Initiative**

Wednesday April 24th  
Chicago Catholic Charities & The Godfrey  
Hotel

### **Young Leaders Education Program**

Week of Nov 4-8 (Date TBD)  
Location TBD

### **Mentor/Mentee Kick Off Program**

Late April/Early May (Date TBD)  
Location TBD

### **5th Annual Holly Trolley**

Wednesday, December 18th  
(Holiday Showcase week)  
Downtown Chicago (Venues TBD)

### **Networking Event**

Wednesday, May 15th  
Rosemont (Venue TBD)

### **Young Leaders Happy Hours**

Late March (Date TBD)  
June (Date TBD)  
August/September (Date TBD)  
December (Date TBD)

### **Education Program**

Mid-August (Date TBD)  
(Venue TBD)





## 2019 Sponsorship Commitment Form

**Name:** Click here to enter text.

**Date:** Click here to enter text.

**Title:** Click here to enter text.

**Website Address:** Click here to enter text.

**Company Name:** Click here to enter text.

**Phone:** Click here to enter text.

**Address:** Click here to enter text. \_

**Email:** Click here to enter text.

**City, State, Zip:** Click here to enter text.

**Organization Name:** Click here to enter text.

(As it should appear in SITE Chicago materials)

Check below for the sponsorship item you would like to commit to. All Sponsorships are first-come, first-served and your sponsorship is not confirmed until you have received an invoice. Invoices must be paid within 30 days of receipt and a high resolution logo should be returned along with this form to [SITEChicagoSponsorship@gmail.com](mailto:SITEChicagoSponsorship@gmail.com)

Select:	Sponsorship	Price	Term	Specifics
	Strategic Sponsor	\$5000	12 month term	
<b>Sold</b>	CSR Partner	\$2500	2019 - Annual	
	Young Leaders Partner	\$5000	2019 - Annual	
	Sponsor A Buyer's Membership	\$445	Annually	<b>Please list Buyer Name and Company:</b>
	Name Tag Lanyard Sponsor	\$1000	Annually	
	Name Tag Sponsor	\$500	Annually	
	Host Sponsor	Varies	Per Event	100% of Venue Rental, AV and Food & Beverage
	Silver Event Sponsor	\$2500	Per Event	
	Friend of the Chapter	\$1500	Per Event	
	Gifting Partner	In Kind	Per Event	
	Education Sponsor	\$1000	Per Event	
	Chapter Champion	\$500	Per Event	
	<b>Event Name/Date</b>	<b>Please</b>	<b>Indicate Here:</b>	
	Host Sponsor (3 available)	Varies	Holly Trolley 12/18/19	100% of Venue Rental, AV and Food & Beverage (1 ½ hour per stop, 3 stops available)
	Silver Event Sponsor	\$2000	Holly Trolley	
	Friend of the Event	\$1000	Holly Trolley	
<b>Sold</b>	Trolley Beverage Sponsor	In Kind	Holly Trolley	Alcoholic Beverages and Water for Trolleys
<b>Sold</b>	DMC Partner	In Kind	Holly Trolley	Logistics Manager role throughout event
	Festive Accessories Sponsor	\$500	Holly Trolley	
	Photo Booth Sponsor	\$1500	Holly Trolley	
	Gifting Partner	In Kind	Holly Trolley	

**Total Amount Due:** Click here to enter text.

Invoice will follow from Marla Everett, Director of Finance.

[Marla.Everett@outlook.com](mailto:Marla.Everett@outlook.com)

Payment can be made via check, credit card (5% processing fee applies) or wire transfer.

Questions? Contact Colleen Brzozowski, Director of Sponsorship.

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