



2021

SPONSORSHIP



SAN DIEGO TOURISM AUTHORITY

Calendar of Annual Events

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.

NATIONAL TRAVEL & TOURISM WEEK EVENT

MAY 6

ANNUAL MEETING

NOVEMBER 2

GOLF TOURNAMENT

TBD

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 \$11.6 billion in direct spending. Taxes generated by hotel stays put more than \$328 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,

A handwritten signature in black ink that reads "Julie Coker".

Julie Coker
President & CEO

NATIONAL TRAVEL & TOURISM WEEK

Each May we celebrate the impact of the travel and tourism industry in San Diego. This fun event mixes advocacy, celebration and networking to ensure our community and elected leaders understand the value of our industry in San Diego.

SPONSORSHIP OPPORTUNITY

DATE: May 6, 2021

ATTENDEES: 300 hotel, restaurant, attraction, meeting and convention services industry owners, C-level, GM, sales and marketing management staff.

OPPORTUNITIES:

Presenting Sponsor
\$7,500 - 2 available

Toast to Tourism Sponsor
\$4,000

Annual Partner
\$2,500

Bar Sponsor
\$2,500

Networking Sponsor
\$1,500

Tabletop Display
\$300



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.



SPONSORSHIP OPPORTUNITY

DATE: November 2, 2021

VENUE: TBD

ATTENDEES: 800 hotel, restaurant, attraction, meeting and convention services industry owners, C-level, GM, sales and marketing management staff.



OPPORTUNITIES:

Presenting Sponsor

\$15,000

Closing Reception Sponsor

\$10,000

Opening Reception Sponsor

\$4,000

Power of Tourism Sponsor

\$2,500

Industry Partner

\$999

Tourism Advocate

\$499

Food & Beverage Sponsors

In-Kind





SDTA INDUSTRY GOLF TOURNAMENT

The SDTA’s annual golf event will allow the industry the much-needed opportunity to get some fresh air and see your peers on the golf course. Our host, Singing Hills Resort at Sycuan is following all health and safety protocols to provide for a safe, yet enjoyable outing.



Sponsorship Opportunity

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

OPPORTUNITIES:

TITLE SPONSOR	PLAYER GIFTS	PLAYER LUNCH	SCORECARD SPONSOR	BEVERAGE CART (2 AVAILABLE)	BLOODY MARY BAR
\$5,000	\$3,500	\$3,500	\$1,500	\$1,300	\$1,500

PUTTING GREEN SPONSOR	DRIVING RANGE SPONSOR	CONTEST SPONSOR (4 AVAILABLE)	HOLE SPONSOR	FOOD & BEVERAGE SPONSORS
\$500	\$500	\$350	\$350	In-Kind

SOCIAL MEDIA WORKSHOPS

The SDTA 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

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

OPPORTUNITIES:

Annual Title Sponsor

\$10,000 - 1 Available

Annual Presenting Sponsor

\$6,500 - 4 Available

Tabletop During Networking

\$250

Food, Beverage & Venue Sponsors

In-Kind



REACH SAN DIEGO'S TRAVEL & TOURISM INDUSTRY

Travel and tourism is San Diego's 2nd largest traded industry. As San Diego's destination marketing organization, the San Diego Tourism Authority (SDTA) is the leading organization for the travel and tourism industry with nearly 1,000 member and partner business affiliates. As a member or sponsoring partner, you can gain access to leaders and decision-makers in this important industry.

SAN DIEGO TRAVEL AND TOURISM FAST FACTS

*FY 2019 Statistics

35.1 M
VISITORS

85% LEISURE
14% BUSINESS
1% OTHER

\$11.6B
VISITOR
SPENDING

17.7M
HOTEL ROOM
NIGHTS SOLD

\$855M
TOTAL TAX
REVENUES
GENERATED

199,800
SAN DIEGANS
EMPLOYED

SDTA 1,000 MEMBERS AND BUSINESS PARTNERS

CATEGORIES



Food & Drink

27%



Activities & Attractions

23%

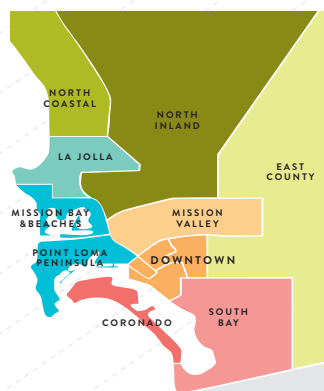


Where to Stay

21%

Meeting Support Services 11%
Community Organizations 7%
Professional Services 5%
Plan Your Trip 3%
Event Venues 3%

REGIONS



- Downtown 36%
- Mission Valley/Old Town 15%
- La Jolla 8%
- North County Coastal 8%
- Point Loma, Harbor Island & Shelter Island 7%
- Mission Bay/Beaches 7%
- North County Inland 6%
- East County 5%
- Coronado 3%
- Outside San Diego 3%
- South Bay 2%

REACH - 15.5 MILLION ENGAGEMENTS PER YEAR



WEBSITE
USER
SESSIONS:
11.1 million

SOCIAL MEDIA
FOLLOWERS



Twitter: 162,700



Facebook: 480,000



Instagram: 271,000



LinkedIn: 8,000



EMAIL
CONTACTS

Member: 2,700

Consumer: 170,000



MEMBERNET
& CONNECT
BLOG

3,000
pageviews/month

PROGRAM AT-A-GLANCE

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

National Travel & Tourism Week



300+
ATTENDEES



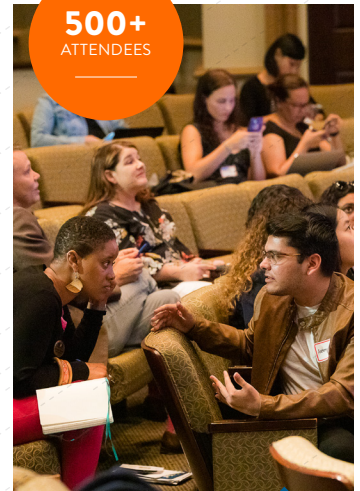
144+
GOLFERS

Golf Tournament

Annual Meeting



800+
ATTENDEES



500+
ATTENDEES

Social Media Workshops



FOR MORE INFORMATION:

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