

# VISIT PENSACOLA SPONSORSHIP OPPORTUNITIES



All sponsorships are subject to approval by Visit Pensacola. We reserve the right to decline sponsorships from businesses or organizations whose mission, services, or public image are not in alignment with the values, standards, or intended audience of the event. This includes, but is not limited to, businesses that promote adult entertainment, tobacco, illegal substances, or other content deemed inappropriate for a hospitality industry audience.

## Annual Meeting

### **Benefits Include:**

#### **Attendance:**

The event attracts a diverse audience, including business leaders, government officials, and tourism industry professionals, fostering networking and collaboration opportunities.

#### **Brand Exposure:**

Prominent placement of your brand in event materials, signage, and digital platforms.

#### **Networking:**

Direct engagement with key decision-makers and influencers in the tourism and business communities.

#### **Community Impact:**

Demonstrate your commitment to supporting and enhancing the local economy through tourism.

### **Presenting Sponsor \$5,000**

**1 Available (must be a Visit Pensacola Partner)**

#### **On Site Brand Recognition**

- Logo featured prominently in the printed event program, entrance signage and on-screen slide presentation, thanking our sponsors.

#### **High-Impact Digital Marketing**

- Banner ad placement in Visit Pensacola's consumer newsletter (Oct/Nov), reaching over 80,000 subscribers
- Two-month Digital ad placement on VisitPensacola.com.

#### **VIP Experience**

- Reserved VIP table for eight guests with premium placement at the event
- Corporate signage on the table.

#### **Visibility & Promotion**

- Recognition in pre- and post-event marketing materials including corporate social media channels, emails, website and print. Logo linked to websites.

#### **Exclusive Brand Placement**

- Vendor table opportunity – 8ft table provided in premier placement, with business branded tablecloth, swag item and tabletop signage.



**Cocktail Hour Sponsor - \$3,500**  
**1 Available**

**On Site Brand Recognition**

- Logo featured prominently in the printed event program, entrance signage and on-screen slide presentation, thanking our sponsors.
- Option to provide drop gift for each attendee with business logo .

**VIP Experience**

- Reserved VIP table for eight guests with premium placement at the event
- Corporate signage on the table.

**Visibility & Promotion**

- Recognition in pre- and post-event marketing materials including corporate social media channels, emails, website and print. Logo linked to websites.

**Exclusive Brand Placement**

- Vendor table opportunity – 8ft table provided in premier placement, with business branded tablecloth, swag item and tabletop signage.

**Bar Sponsor- \$3,500**  
**1 Available**

**On Site Brand Recognition**

- Logo featured prominently in the printed event program, entrance signage and on-screen slide presentation, thanking our sponsors
- Logo napkin and signage at the bar, option to provide 1 bar swag item (ex: drink cooler, reusable straw.)

**VIP Experience**

- Reserved VIP table for eight guests with premium placement at the event.
- Corporate signage on the table.

**Visibility & Promotion**

- Recognition in pre- and post-event marketing materials including corporate social media channels, emails, website and print. Logo linked to websites.



**Premier Sponsor \$2,500**  
**5 Available**

**On Site Brand Recognition**

- Logo featured prominently in the printed event program, entrance signage and on-screen slide presentation, thanking our sponsors.

**VIP Experience**

- Reserved VIP table for eight guests with premium placement at the event.
- Corporate signage on the table.

**Visibility & Promotion**

- Recognition in pre- and post-event marketing materials including corporate social media channels, emails, website and print. Logo linked to websites.

**Photobooth Sponsor- \$1,500**  
**1 Available**

**On Site Brand Recognition**

- Logo featured prominently in the printed event program, entrance signage, photobooth signage and on-screen slide presentation, thanking our sponsors.

**Visibility & Promotion**

- Recognition on the official Annual Meeting landing page on Visitpensacola.com with logo linked to business website
- Logo printed on event photo at photobooth.

**Complimentary Admission**

- Includes two tickets to the sponsored event.

**Table Sponsor \$700**  
**10 Available**

**VIP Experience**

- Reserved VIP table for eight guests with premium placement at the event.
- Corporate signage on the table.

**Visibility & Promotion**

- Recognition on the official Annual Meeting landing page on Visitpensacola.com with logo linked to business website.



## National Travel and Tourism Week (NTTW)

### Hospitality Olympics Sponsor Title Sponsor \$5,000 1 Available

#### **Benefits Include:**

##### **On-Site Vendor Booth at Hospitality Olympics:**

Engage directly with hospitality professionals and share branded materials.

##### **Exclusive Photo Opportunity:**

Group photo with your team, Visit Pensacola staff, and competing teams.

##### **Reserved Seating at Multiple Events:**

- Hospitality Olympics: Lunch for two representatives
- Hospitality Heroes Luncheon: Reserved table of eight
- Stakeholder Breakfast: Reserved table of eight

##### **Jumbo Screen Recognition:**

Logo featured in highlight video on Wahoos' jumbo screen during the Olympics.

*File types accepted: .png, .eps, .ai*

##### **Social Media Exposure:**

Pre- and post-event recognition on Visit Pensacola's corporate social media channels.

##### **Recognition Across Promotions:**

Inclusion in all event marketing: emails, recaps, RSVP page, and NTTW landing page.

##### **Print & Program Recognition:**

Featured in printed program and on-screen slideshow during the Hospitality Heroes Luncheon.



## Stakeholder Breakfast

**Title Sponsor \$1,500**

**1 Available**

### **Benefits Include:**

#### **On-Site Vendor Booth:**

Distribute branded giveaways and connect with local professionals.

#### **Speaking Opportunity:**

Address the audience during the breakfast program.

#### **Logo Inclusion:**

Company logo displayed in PowerPoint during your speaking portion.

#### **Reserved Seating:**

Reserved table of eight at the Stakeholder Breakfast.

#### **Recognition Across Promotions:**

Featured in emails, recaps, and RSVP page.

#### **Social Media Recognition:**

Pre-event shoutout and post-event thank-you on Visit Pensacola's corporate social media channels.

## Hospitality Heroes Luncheon

**Table Sponsor \$500**

**8 Available**

### **Benefits Include:**

#### **Reserved Seating:**

Table for eight at the Hospitality Heroes Awards Luncheon.

#### **Corporate Table Signage:**

Branded table signage highlighting your company's support.

#### **Event Signage Recognition:**

Logo included on entrance signage.

#### **Website Visibility:**

Recognition on the official NTTW landing page on VisitPensacola.com.

#### **Print & Program Recognition:**

Featured in the printed program and on-screen sponsor slideshow during the luncheon.



## Hospitality Round Table (HRT)

**Host Sponsor \$750**  
**9 Available (One per Month)**

### **Benefits Include:**

#### **Speaking Opportunity:**

Deliver a 5–7 minute presentation to an engaged audience of hospitality professionals.

#### **Branded Item at Each Seat:**

Place a corporate gift or promotional item at each guest's seat for guaranteed visibility.

#### **Recognition Across Promotions:**

Featured in all event marketing efforts, including email invitations, recaps, and RSVP page.

#### **Social Media Recognition:**

Pre-event shoutout and post-event thank-you on Visit Pensacola's corporate social media channels.

#### **Onsite Brand Activation:**

Option to host a vendor table and display promotional materials.

#### **Complimentary Admission:**

Includes two tickets to the sponsored event.

Thank you for considering a sponsorship opportunity with Visit Pensacola. These sponsorships play a meaningful role in supporting our tourism community and making these events special for the businesses, partners, and individuals who drive our destination forward. Please note that all sponsorships are subject to approval to ensure the best fit for our mission and event goals.

If you're interested in participating or would like more information, please reach out to the Visit Pensacola Sales Department. We are looking forward to working with you.

[sales@visitpensacola.com](mailto:sales@visitpensacola.com)

All sponsorships are subject to approval by Visit Pensacola. We reserve the right to decline sponsorships from businesses or organizations whose mission, services, or public image are not in alignment with the values, standards, or intended audience of the event. This includes, but is not limited to, businesses that promote adult entertainment, tobacco, illegal substances, or other content deemed inappropriate for a hospitality industry audience.