



Chicago BTA Sponsorship Opportunities

The Chicago Business Travel Association invites you to participate as a sponsor to maximize your membership and your company's return on investment.

We offer sponsorship opportunities in the following areas:

- Meeting
- Patron
- Venue
- Website and web link

Sponsorship opportunities are designed to increase your marketing exposure to a highly targeted group of corporate travel buyers while at the same time funding our chapter growth and education. This financial support provides the resources needed for Chicago BTA to continue to provide exceptional educational speakers, philanthropy, networking and scholarship opportunities.

This is a great opportunity for both new and existing travel related businesses to increase their exposure to key travel decision makers in Illinois and its surrounding areas.

Meeting Sponsorship

Benefits by Sponsorship Level	<u>Platinum</u> – \$2500	<u>Gold</u> – \$1500	<u>Silver</u> – \$750
Logo on Chicago BTA home page for meeting	Yes	Yes	Yes
Recognition on meeting email reminders	Yes	Yes	Yes
5 minutes on agenda at meeting	Yes	No	No
Ability to distribute marketing materials at meeting	Yes – either at registration table or at each place setting	Yes – at each place setting	No
Written recognition via signage and table tents at meeting and in newsletter	Yes	Yes	Yes
Recognition at meeting – verbal / agenda	Yes	Yes	Yes
Complimentary meeting registration	Yes – 3	Yes – 2	Yes – 1

We also offer annual meeting sponsorship opportunities for those that would like recognition throughout the year. A 10% discount is offered on these opportunities, and your logo would appear on the Chicago BTA home page throughout the year. Please contact Janet Friedman 847-917-1165 or janet.friedman@adtrav.com for more details!

Patron Sponsorship

We offer another excellent opportunity to receive visibility for your company by providing goods or services (e.g. airline tickets) as a form of sponsorship. Some ways that the goods / services can be utilized include supporting chapter meetings (e.g speaker travel), as raffle prizes, or as silent auction donations. One-time patron sponsors receive recognition at the meeting associated with their donation. <Contact us> if you are interested in discussing patron sponsorship opportunities.

We also offer annual patron sponsorship opportunities. The value of the goods or services dictates the annual patron sponsorship level as follows:

- Annual Platinum - \$9,000 or greater value
- Annual Gold - \$5,400 - \$8,999 value
- Annual Silver - \$2,700 - \$5,399 value

Benefits of Annual Patron Sponsorship	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>
Logo on Chicago BTA home page for meeting	Yes	Yes	Yes
Recognition on meeting email reminders	Yes	Yes	Yes
5 minutes on agenda at one meeting of your choice	Yes	No	No
Ability to distribute marketing materials at meeting when on agenda	Yes – either at registration table or at each place setting	Yes – at each place setting	No
Written recognition via signage and table tents at meeting and in newsletter	Yes	Yes	Yes
Recognition at meeting – verbal / agenda	Yes	Yes	Yes
Complimentary meeting registration at meeting when on agenda	Yes – 3	Yes – 2	Yes – 1

Venue Sponsorship

Website and Web Link Sponsorships

We offer monthly sponsorship opportunities on the Chicago BTA website. Your company name will be highlighted as a website sponsor with a link that goes to your company's website.

- \$150 - 1 month
- \$250 – 6 months
- \$400 – 12 months

You can chose to link your Chicago BTA profile to your company's website for \$50 annually. Please contact Janet Friedman 847-917-1165 or janet.friedman@adtrav.com for more details!