



STC-2024

CARIBBEAN CONFERENCE ON SUSTAINABLE TOURISM DEVELOPMENT

**SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES**

**GRENADA
APRIL 22-24, 2024**

CARIBBEAN TOURISM ORGANIZATION
7TH FLOOR, BAOBAB TOWER, WARRENS, ST. MICHAEL, BARBADOS
TEL: 246-427-5242 | E-MAIL: STC-CONF@CARIBTOURISM.COM



SPONSORSHIP & PARTNERSHIP PROPOSAL

The Caribbean Tourism Organization (CTO), in collaboration with the Government of Grenada, **led by the Grenada Tourism Authority (GTA)** is poised to host the **Caribbean Conference on Sustainable Tourism Development** in St. George's, Grenada, from **April 22-24, 2024** under the theme **"Keeping the Right Balance: The 5 Ps for a Legacy of Caribbean Tourism Sustainability: People, Planet, Prosperity, Purpose, Partnership.**

The Conference is part of the information dissemination and regional awareness component of CTO's strategy for Sustainable Tourism. It brings together Ministers and Directors of Tourism with a diverse group of local, regional and international experts from various disciplines, including climate change and disaster management, culture, environmental management and entrepreneurship development. The conference aims to provide information to enhance sustainable tourism policies and programmes and share best practices to contribute to the sustainability of CTO Member destinations. It also offers a Conference for networking and facilitates knowledge exchanges on national, regional and international tourism development practices, trends and benchmark initiatives.

Conference sponsorship will provide you with a unique opportunity to make a strong statement to local, regional and international participants, affirming your commitment to sustainability in Caribbean tourism and promoting your brand's corporate social responsibility efforts to the 100+ tourism officials, media and related regional and international tourism sector and ancillary stakeholders in attendance.

The participation of the public and private sectors, NGOs and development partners is as vital to the long-term growth and development of Caribbean tourism as it is critical to the success of any regional tourism activity. It is for this reason that we invite you to consider joining us as a sponsor for STC-2024. Attached is a listing of the opportunities that are available for sponsorship, their applicable costs and benefits.

Bear in mind that we will be happy to work with you to customize a sponsorship package that is mutually satisfactory, so please contact us at email address: stc-conf@caribtourism.com, **Attn: Amanda Charles**, Sustainable Tourism Specialist. We look forward to hearing from you and anticipate your favorable response.



WHAT TO EXPECT FROM STC-2024

The Caribbean Conference on Sustainable Tourism Development, popularly known as the Sustainable Tourism Conference (STC) is the Caribbean region's premier event for high-level networking and regional dialogue on sustainable tourism development.

The STC-2024 themed, "The 5 Ps for a Legacy of Caribbean Tourism Sustainability: People, Planet, Prosperity, Purpose & Partnership," serves as a pivotal platform for redefining the trajectory of tourism in the Caribbean. Recognizing the intricate interplay of these five essential pillars or 5Ps, the conference aims to catalyze transformative action towards a more sustainable future for Caribbean tourism, placing emphasis on people empowerment, environmental conservation, inclusive growth, purpose-driven travel experiences, and collaborative partnerships.

Discussions will shed light on sustainability frameworks and strategies that facilitate **innovations** to address urgent matters such as **climate risk, waste reduction, and bridging the digital divide in the use of technological innovations for people empowerment, to preserve the environment, and contribute to both business and destination competitiveness and resilience.**

The STC includes presentations by experts, moderated panel discussions, Q & A sessions, thematic break-out sessions and masterclasses. The conference culminates with the presentation ceremony for CTO's Sustainable Tourism Awards, which recognizes sustainability champions in the region. Experiential field trips/study tours are practical capacity-building activities which are offered as part of the conference experience.

As the Caribbean region strives to navigate the complexities of tourism development in a rapidly changing world, the 5 Ps serve as a beacon, paving the way for a resilient and equitable tourism industry that not only thrives economically but leaves a lasting positive legacy for the Caribbean region and its people.

Partner with Us For:

- Three Exciting Days of stimulating discussions while exploring destination Grenada
- Dedicated 'Exhibits Hall' to display information on tourism related products, services and initiatives, while Networking with sustainable tourism practitioners
- Best-practice sharing and knowledge exchanges on:
 - ✓ People: Social Inclusion and Empowering our People
 - ✓ Planet: Eco-conscious and climate-sensitive tourism
 - ✓ Prosperity: Financing For Sustainable Tourism
 - ✓ Purpose: Purposeful Travel
 - ✓ Partnership: Partnering for Innovation, Competitiveness and Sustainability



CTO'S SUSTAINABLE TOURISM AWARDS

The Caribbean Sustainable Tourism Awards are aimed at identifying and showcasing sustainable tourism good practices in the Caribbean. The CTO introduced the Caribbean Sustainable Tourism Awards in the year 2000 at the start of the new millennium, in seeking to support and promote the sustainable development of tourism in the Caribbean. The awards recognize individuals, groups, organizations or companies in CTO Member Countries that have developed responsible and unique tourism products or are engaged in implementing initiatives which embrace sustainable tourism principles and core values. These initiatives are geared towards enhancing the country's tourism product offerings, contributing to a better quality of life in the destination, and providing a unique visitor experience.

The 2022/2023 edition of the Sustainable Tourism Awards comprised of five categories:

- ★ **Excellence in Sustainable Tourism Award**
- ★ **Destination Stewardship and Resilience Award**
- ★ **Tourism Health and Safety Award**
- ★ **Community-Based Tourism Award**
- ★ **Tourism Education and Training Award**

The CTO assembled an Award Selection Committee comprising a cadre of regional and international experts representing various areas of the tourism sector, including tourism development specialists and practitioners, academics and regional consultants to judge submissions.

The winners will be officially recognised in an Awards Presentation ceremony, held as part of the Sustainable Tourism Conference-2024. The CTO is inviting sponsorship of one or more of the Award Categories, which will facilitate the full participation of the Award Winners in the Sustainable Tourism Conference and Awards Presentation Ceremony. Sponsorship will cover airfare, accommodation, meals and incidentals, as well as the physical award/token to be presented to the winner.

For further information, including details of the respective **Award Categories and Winners**, please send an email to stc-conf@caribtourism.com Attn: **Amanda Charles**, Sustainable Tourism Specialist.



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The 5 P's for a Legacy of Caribbean Tourism Sustainability: **People, Planet, Prosperity, Purpose, Partnership**

PACKAGES AND BENEFITS

Sustainability Partner: \$10,000

The CTO is seeking Conference Partners to contribute US\$10,000 in seeking to fulfill the objective of promoting sustainable and responsible tourism in the Caribbean through the information ventilated and shared at the Conference. The following benefits will be provided for Conference Partners:

- Designation as an "Official Sponsor and Sustainability Partner" for the Conference
- Interviews with travel media to showcase your sustainable development contributions to the Region, and to promote your organization and initiatives
- Speaking opportunity as a panelist at a General Session given the appropriate topic
- Listing in Conference promotion and designation on event website with promotional copy, logo and link to your organization's website
- Listing in all press communiqués and briefings as 'Official Sponsor and Sustainability Partner'
- Featured advertisement with CTO's online social networking media (e.g. Facebook and LinkedIn highlighting the company/organization)
- Maximum press exposure in travel and trade news outlets pre, during & post the Conference
- Speaking opportunity at the Awards Presentation
- Full Page advertising placement in the digital Conference and Awards Programme
- Sponsor's logo displayed on presentation screens before and after sessions and on signage
- Banner display and placement in Exhibits Hall with Trestle Table to promote products/services*
- Inclusion of items in delegate's conference kits
- Four (4) complimentary registrations

Green Guardian: \$7,500

- Interviews with travel media on your sustainable development initiatives in the Region or other relevant topics you determine
 - "Featured Sponsor" on Conference website with promotional copy, logo and link to sponsor's website
 - Listing in all press communiqués as a 'Green Guardian' sponsor
 - Featured advertisement with CTO's online social networking media (e.g. Facebook and LinkedIn highlighting your company or organization)
 - Listing in Conference promotion as a 'Green Guardian' sponsor
 - Sponsor's logo displayed on presentation screens before and after sessions and on signage
 - ½ Page advertising placement in the digital Conference Programme
 - Speaking as a panelist at a General Session or Workshop given the appropriate topic
 - Inclusion of items in delegate's conference kits
 - Banner display and placement in Exhibits Hall with Trestle Table to promote products/services*
 - Three (3) complimentary registrations
-

Networking Ambassador: \$5,000

- Banner display and placement in Exhibits Hall
 - Trestle Table to display products with opportunities to engage delegates and promote services and initiatives during Coffee-Breaks and between conference sessions
 - Speaking opportunity and 3-minute (video) presentation before or during Coffee Break
 - Logo (linked to sponsor's website) on Conference website
 - ½ Page advertising placement in the digital Conference Programme
 - Listing in all press communiqués as a 'Networking Ambassador' Sponsor
 - Listing in the Conference Programme as sponsor
 - Inclusion of items in delegate's conference kits
 - Featured advertisement with CTO's online social networking media (e.g. Facebook and LinkedIn) highlighting your company or organization)
 - Two (2) complimentary registration
-

Session Champion: \$4,000

- Logo on the Conference website
 - Listing in all press releases for the conference as a Session sponsor
 - Exposure with CTO's online social networking media (e.g. Facebook and LinkedIn) highlighting your company or organization
 - Listing in digital Conference Programme as the sponsor of the workshop/session
 - Speaking opportunity in a relevant topic
 - Display of sponsor's logo before and after the workshop/session
 - Inclusion of items in delegate's conference kits
 - One (1) complimentary registration
-

Sustainable Tourism Award Sponsor: \$3,000**

- Logo on the Conference website
 - Logo inclusion on digital Conference documents and Awards Programme
 - Company Name inscribed on Award
 - Presentation of the Award at the Awards Presentation ceremony
 - Sponsorship and brand affiliation with regional Sustainable Tourism Champion
 - One (1) complimentary registration
-

Conference Showcase*: \$100 a day

This partnership category is specifically designed for **Full Registered Delegates** to provide the opportunity to showcase sustainable tourism solutions, tourism related initiatives, products and services. **Please note that spaces are limited and will be assigned on a first-come basis.**

- Banner display and placement in Exhibits Hall
- Trestle Table to display products, with opportunities to engage delegates and promote services and initiatives, during Coffee-Breaks and between conference sessions

* Tourism Showcase – Dedicated Area for the display and promotion of regional tourism initiatives, sustainable tourism solutions and related products and services. 6 ft Trestle Table provided.

** Sustainable Tourism Award Sponsor- There are **5 Award Categories** allocated on a first come basis as follows: *Excellence in Sustainable Tourism Award; Destination Stewardship & Resilience Award; Community-Based Tourism Award; Tourism Education and Training Award; Tourism Health & Safety Award.*



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SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Sponsorship amounts are quoted in US Dollars

I wish to support the Caribbean Sustainable Tourism Conference at the level indicated below:

- Sustainability Partner - \$10,000
- Green Guardian - \$7,500
- Networking Ambassador - \$5,000
- Session Champion - \$4,000
- Sustainable Tourism Award Sponsor - \$3,000
- Conference Showcase - \$100 per day + Conference Registration Fee. I will exhibit on:
 - Monday, 22 April 2024
 - Tuesday, 23 April 2024

COMMITMENT

Company: _____ Contact Name: _____

Phone: _____ Email: _____

We wish to support the Caribbean Conference on Sustainable Tourism Development — STC 2024. Please reserve the sponsorship/partnership level indicated above.

Enclosed is Bank Draft payable to CTO in the amount of \$ _____.

Please charge the amount to () AX () MC () Visa

Card Number: _____ Exp. Date: _____ Security Code: _____

Cardholder's Name: _____ Card zip code: _____

Cardholder's Signature: _____ Date: _____

We are unable to sponsor at the levels above, but here is our contribution of US \$ _____ to support the STC-2024 event and activities.

Please generate an invoice to be paid via telegraphic transfer to CTO's Office.

Please send completed form with details:

Caribbean Tourism Organization - STC 2024
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