

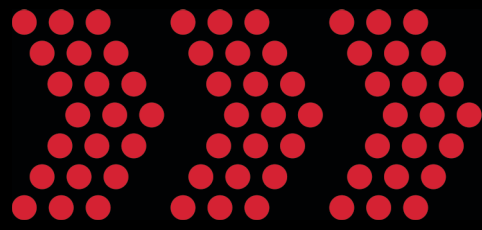
Society for
Incentive
Travel
Excellence

site

Southern
California

IN  SPIRE

2024 SPONSORSHIP OPPORTUNITIES



2024 SCHEDULE OF EVENTS

**Thursday,
March 28**

**EDUCATIONAL
+ INCENTIVE
EXPERIENCE**

The Resort at
PELICAN HILL.
Newport Beach

**Tuesday,
May 7**

**EDUCATIONAL
+ INCENTIVE
EXPERIENCE**

Four Seasons Westlake
Village

**July,
July 14-15**

**SITE SoCal Poker
Tournament**

Tommy Bahama
Miramonte Resort.
Indian Wells

**Wednesday,
September 25**

**EDUCATIONAL +
INCENTIVE
EXPERIENCE**

Fairmont Century Plaza

Wednesday, December 11 - Friday, December 13

OMNI La Costa Resort & Spa
Carlsbad, CA

site Southern
California

Holiday Event + Charity Gala

2024

Hello SITE SoCal Friends,

A MESSAGE FROM THE PRESIDENT

With great joy and anticipation, I extend a warm welcome to the beginning of another remarkable year at SITE SoCal. As we embark on this journey into 2024, our focus is set on a theme that encapsulates our aspirations and values: **"INSPIRE."** This year, we are fully committed to inspiring not only our cherished members but the entire SITE Community.

Building upon the outstanding success of 2023, where our focus was "To Elevate," we are confident that by wholeheartedly leaning into our goal of inspiration, we will reach new heights and continue to strengthen the bonds within our SITE community.

SITE SoCal takes immense pride in providing invaluable educational experiences and incentive opportunities for our members. Our events serve as more than just platforms for professional growth; they are opportunities to cultivate meaningful relationships within our community. Moreover, we are deeply committed to making a positive impact by actively supporting local grassroots charities through our dedicated efforts and initiatives.

A heartfelt expression of gratitude goes out to our sponsors and the dedicated members of our board for their unwavering support over the years. Without them, none of the incredible milestones we've achieved would be possible. As we embark on this new chapter, please know that we remain committed to supporting you, our amazing members, and providing engaging experiences throughout the year.

I am genuinely excited about the possibilities that 2024 holds for SITE SoCal, and I eagerly anticipate sharing these inspiring moments with all of you. Should you have any questions, suggestions, or thoughts during this time, please don't hesitate to reach out. Your input is invaluable.

Once again, thank you all for being an integral part of this incredible group. It is your passion, dedication, and enthusiasm that truly inspires me and makes us SITE SoCal!



SHAHAB ABBAS

2024 President, SITE Southern California

Why support SITE SoCal?

1

Professional growth through participation at educational programs, events and conferences

2

Strategic sponsorships maximize your brand exposure to top buyers and key influencers in the incentive travel industry

3

Align yourself with our values and mission of connecting incentive travel with business results

4

Stand up for the industry through advocacy

5

Be a part of a chapter known for creating memorable experiences and exciting industry content

What do your sponsorship dollars help support?

1

Financial stability & longevity of SITE SoCal organization

2

SITE SoCal has successfully fundraised over \$2 million dollars to help support local charities

3

Beneficiaries are typically small, grassroots, non-profit organizations 501 c3, where funds can make a significant impact to the lives of it's recipients

4

We have supported such organizations as: Donovan's Smile, CureDuchenne Cares, Frosted Faces Foundation, S.P.O.T. etc.

5

Organizations selected must be located in Southern California and must benefit Southern California Communities

EXCLUSIVE EXPERIENCE SPONSOR



EXCLUSIVE EXPERIENCE SPONSOR

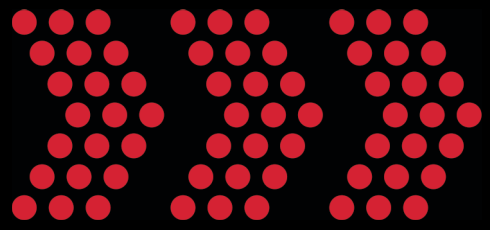
\$4,000.00 Per Event or \$12,000.00 Annual

(3) Available

- Major Exposure Throughout The Programming as “Exclusive Experience Sponsor”
- Complimentary Admission to Event For Up to (2) Guests
- Full Attendee List Pre/Post Event
- Recognition & Logo Shown from Stage
- 1 Minute Podium Time or 2 Minute Video Shown During Event (Sponsor Provides Video)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion -
(2) Facebook, (2) Instagram and (2) LinkedIn

**Excludes SITE Poker tournament & holiday event





Sponsorship at a Glance

1

STRATEGIC SPONSORSHIP

All In! Final Table (1 Available)
Wellness Lounge (1 Available)
Losers Lounge (1 Available)
Planners Practice Lounge
(1 Available)

2

EXPERIENCE + EVENT SPONSORSHIP

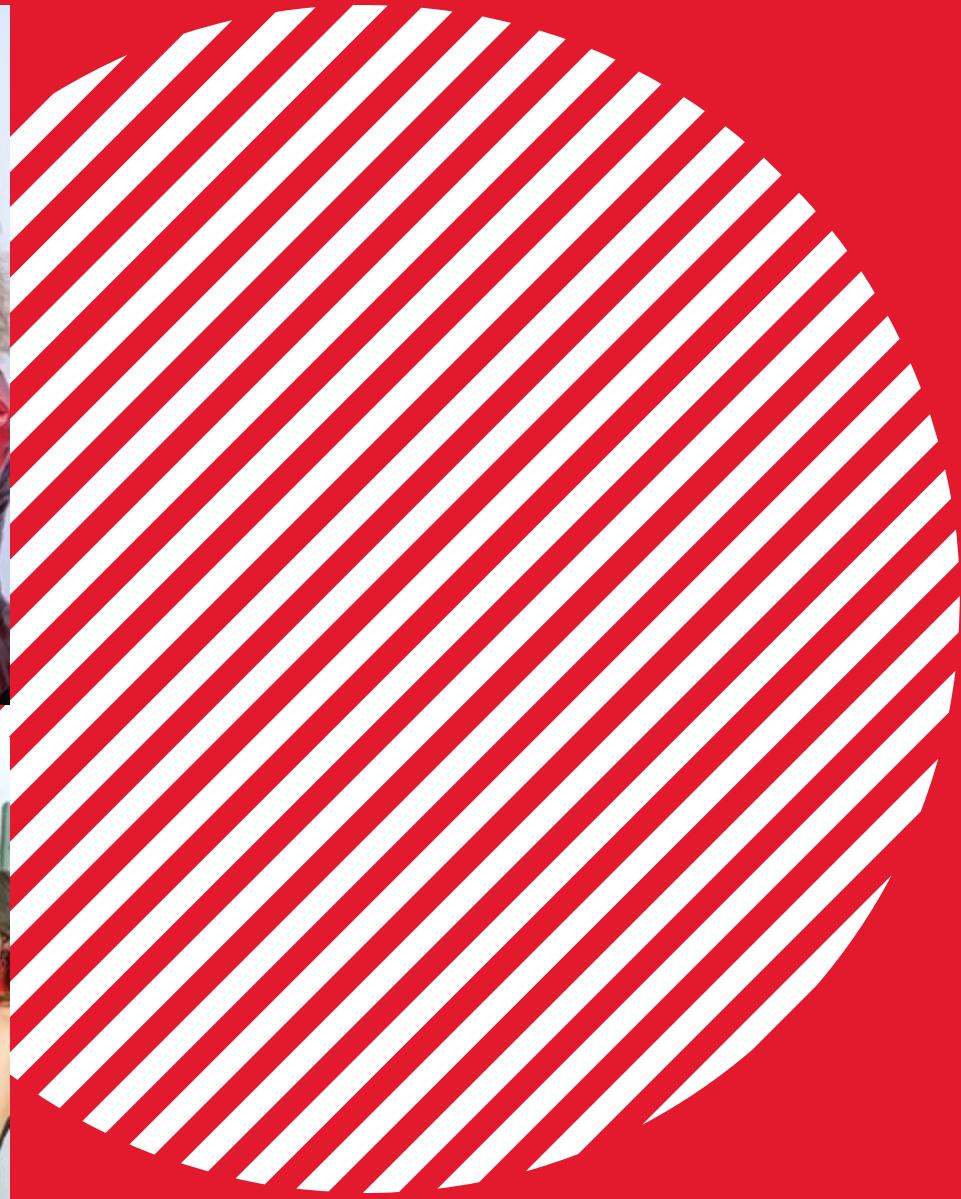
Event Sponsor

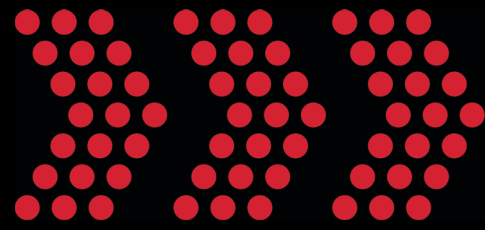
3

IN-KIND SPONSORSHIP

Entertainment
Decor
Gaming
Gifting
Signage
Etc.

HOLIDAY EVENT SPONSORSHIP





2024 SITE SoCal Holiday Event + Charity Gala

** SITE SoCal reserves the right to make any necessary changes to the agenda.

Wednesday, December 11:

3:00 PM – 7:00 PM Registration

3:00 PM – 6:00 PM Sponsor Showcase + Planner Lounge

7:00 PM – 9:00 PM Welcome Reception

Thursday, December 12:

7:30 AM – 9:30 AM Come Together Breakfast

8:00 AM – 4:00 PM Activations + Wellness Lounge

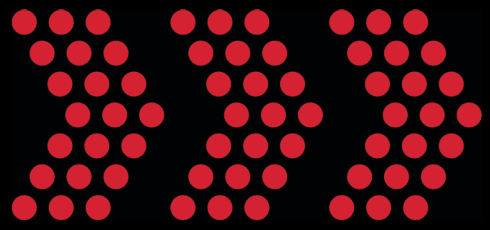
10:00 AM - 2:00 PM Give Back Get Back

6:00 PM – 10:00 PM Charity Gala Reception + Dinner

10:00 PM – 12:00 AM The After Party

Friday, December 13:

8:00 AM – 10:00 AM Farewell + Recharge Breakfast



Sponsorship at a Glance

1

STRATEGIC SPONSORSHIP

Gold (3 Available)
Silver (4 Available)
Bronze (5 Available)

2

EXPERIENCE & EVENT SPONSORSHIP

Registration + Planner Lounge
Come Together Breakfast
Wellness Lounge
Give Back Get Back
The After Party
Farewell + Recharge Breakfast
Event Sponsor

3

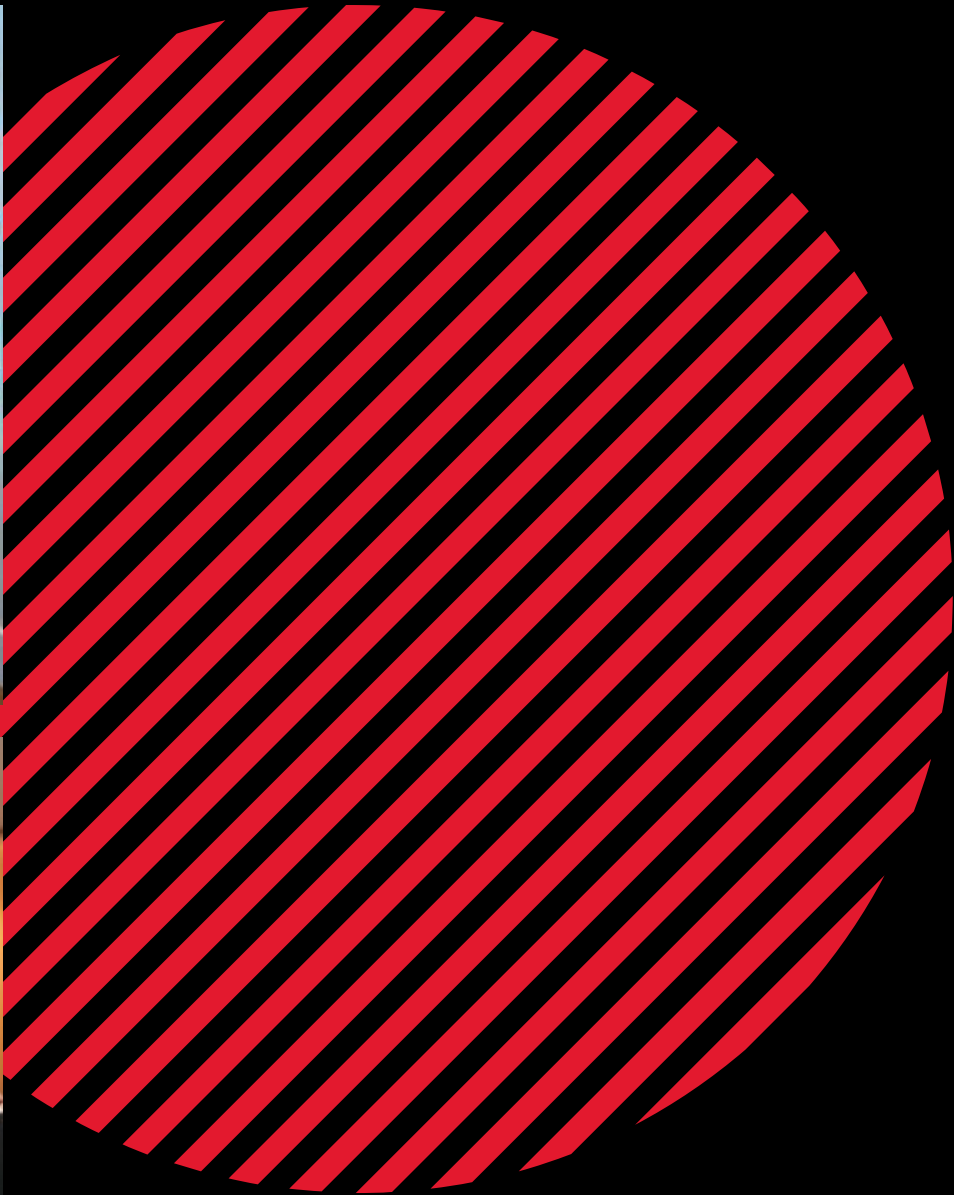
CHARITY SPONSORSHIP (ICW)

4

IN-KIND SPONSORSHIP

Entertainment
Decor
Gifting
Signage
Etc.

STRATEGIC SPONSORSHIP



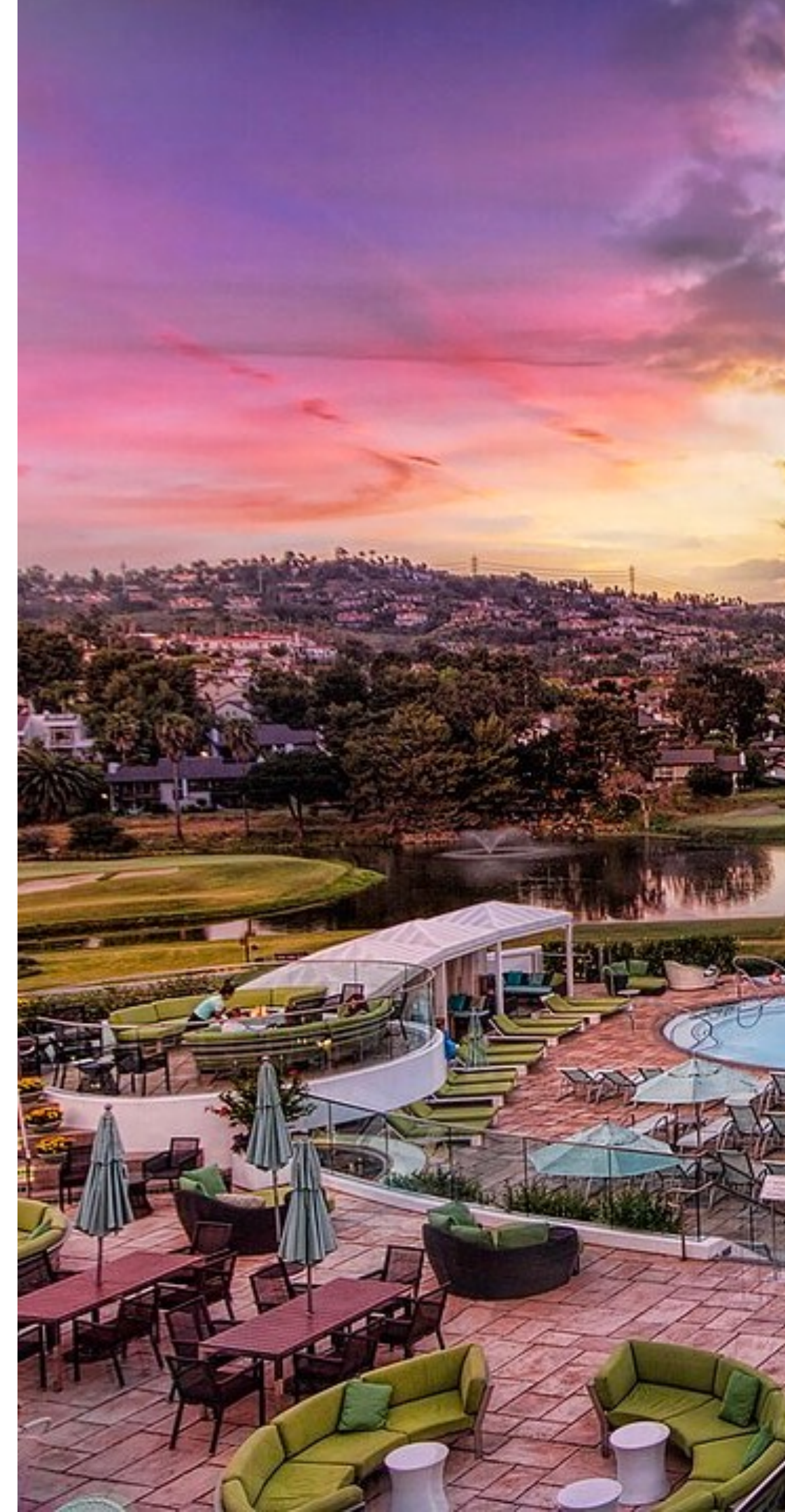
GOLD

Strategic Sponsor

Available \$25,000.00

- Major Exposure Throughout The Programming as “Gold Sponsor” Including Opportunity for Customized Activations, at Cost to Sponsor
- (2) Experience Packages Including: (16) Gala Dinner Tickets, (16) Come Together Breakfast Tickets, (1) Extra Large Designated Wellness Booth
- Full Attendee List Pre/Post Event
- (1) Preferred Location: Sponsor Showcase
- (4) Complimentary guestrooms for (2) nights for Sponsor
- Recognition from Gala Stage
- Logo on Continuous Loop on LCD Screens
- 3 Minute Podium Time & 3 Minute Video Shown During Dinner (Sponsor Provides Video)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media - (3) Facebook, (3) Instagram and (3) LinkedIn

*SPONSOR REQUIRED TO DONATE 2 GIFT CERTIFICATES VALUED AT \$500 EACH, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



SILVER

Strategic Sponsor

Available \$20,000.00

- Major Exposure Throughout The Programming as “Silver Sponsor” Including Opportunity for Customized Activations, at Cost to Sponsor
- (2) Experience Packages including: (16) Gala Dinner Tickets, (16) Come Together Breakfast Tickets, (1) Designated Wellness Booth
- Full Attendee List Pre/Post Event
- (1) Prime Location: Sponsor Showcase
- (2) Complimentary guestrooms for (2) nights for Sponsor
- Recognition from Gala Stage
- Logo on Continuous Loop on LCD Screens
- 1 Minute Video Shown During Dinner (Sponsor Provides Video)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (2) Facebook, (2) Instagram and (2) LinkedIn

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BRONZE

Strategic Sponsor

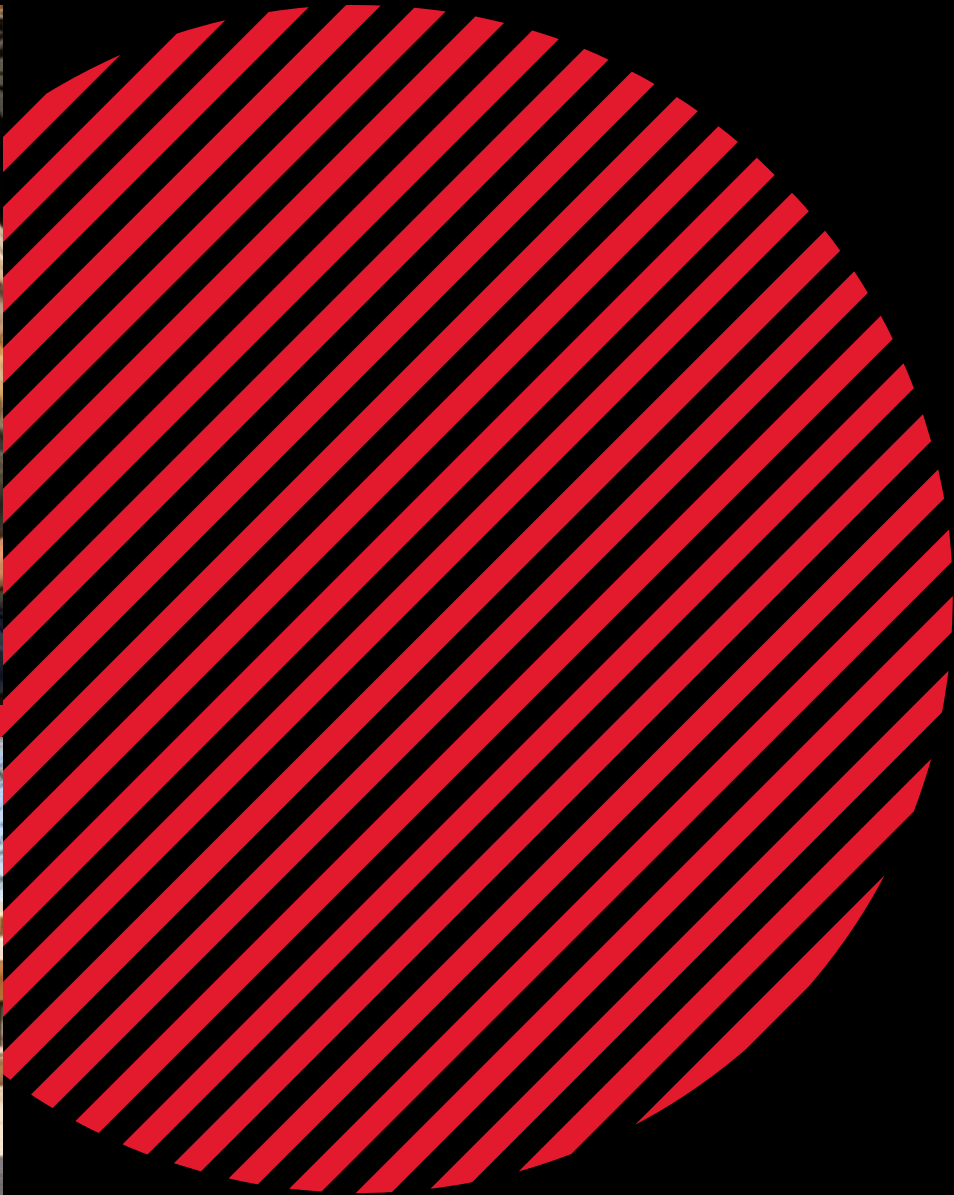
Available \$12,000.00

- Major Exposure Throughout The Programming as “Bronze Sponsor” Including Opportunity for Customized Activations, at Cost to Sponsor
- (1) Experience Packages including: (8) Gala Dinner Tickets, (8) Come Together Breakfast Tickets, (1) Designated Wellness Booth
- Full Attendee List Pre/Post Event
- (1) Sponsor Showcase Table
- (1) Complimentary guestroom for (2) nights for Sponsor
- Recognition from Gala Stage
- Logo on Continuous Loop on LCD Screens
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (2) Facebook, (2) Instagram and (2) LinkedIn

*SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$500, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



EXPERIENCE SPONSORSHIP



REGISTRATION & PLANNER LOUNGE

Experience Sponsor

(1) Available \$23,000.00

- Title Sponsor as “Registration & Planner Lounge Sponsor” Including Opportunity for Customized Activations, at Cost to Sponsor
- (2) Experience Packages including: (16) Gala Dinner Tickets, (16) Come Together Breakfast Tickets, (1) Designated Wellness Booth
- (1) Sponsor Showcase Table
- Full Attendee List Pre/Post Event
- (2) Complimentary guestrooms for (2) nights for Sponsor
- Recognition & Logo at Registration with experiential activation
- 2 Minute Video Shown During Dinner (Sponsor Provides Video)
- Ability for Continuous Video Shown During Registration (Sponsor Provides Video and All Audio Visual Costs)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (2) Facebook, (2) Instagram and (2) Twitter

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WELLNESS LOUNGE

Strategic Sponsor

(8) Designated Wellness Booths Available \$3,500.00

- Includes (1) private designated area with food + beverage enhancements
- Branding opportunity on own
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media - (1) Facebook, (1) Instagram and (1) LinkedIn

(2) Extra Large Designated Wellness Booths Available \$8,500.00

- Includes (1) extra large private designated area with food + beverage enhancements
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media - (2) Facebook, (2) Instagram and (2) LinkedIn

*SPONSOR REQUIRED TO DONATE 2 GIFT CERTIFICATES VALUED AT \$500 EACH, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



COME TOGETHER BREAKFAST

Experience Sponsor

(1) Available \$10,000.00

- Title Sponsor of "Come Together Breakfast" Including Opportunity for Customized Activations, at Cost to Sponsor
- (1) Experience Package to include: (8) Gala Dinner Tickets, (8) Come Together Breakfast Tickets, (1) Designated Wellness Booth
- Full Attendee List Pre/Post Event
- (1) Sponsor Showcase Table
- Recognition & Logo at Come Together Breakfast on Signage
- Recognition & Logo Shown from Gala Stage
- Ability for Continuous Video Shown During "Come Together Breakfast" (Sponsor Provides Video and All Audio Visual Costs)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (1) Facebook, (1) Instagram and (1) LinkedIn

*SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$500, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



THE AFTER PARTY

Experience Sponsor

(1) Available \$5,500.00

- Title Sponsor of "After Party" Including Opportunity for Customized Activations, at Cost to Sponsor
- (1) Sponsor Showcase Table
- Any Logo and Video Branding During After Party (At Sponsor Expense)
- Recognition & Logo Shown from Gala Stage
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (1) Facebook, (1) Instagram and (1) LinkedIn

** WE ARE CURRENTLY WORKING WITH THE VENUE ON EXACT SPECIFIC OF WHAT THIS EXPERIENCE WILL ENTAIL AND ARE OPEN TO ALL SPONSOR FEEDBACK TO CUSTOMIZE THIS PACKAGE. WORK IN CONJUNCTION WITH OTHER IN-KIND SPONSORS ON EVENT. SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$500, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



GIVE BACK GET BACK

Experience Sponsor

(1) Available \$6,000.00

- Title Sponsor of "Give Back Get Back Sponsor" including opportunity for customized activations, at cost to sponsor
- (1) Duo Package to include: (2) Gala Dinner Tickets, (2) Come Together Breakfast Tickets
(1 Supplier + 1 Planner)
- (1) Sponsor Showcase Table
- Recognition & Logo at Give Back Get Back Sponsor on Signage
- Recognition & Logo Shown from Gala Stage
- Ability for Continuous Video Shown During "Give Back Get Back"
(Sponsor Provides Video and All Audio Visual Costs)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (1) Facebook, (1) Instagram and (1) LinkedIn



** AS A REMINDER, NOT ALL ATTENDEES PARTICIPATE IN GIVE BACK GET BACK, AS THERE ARE OTHER ACTIVATIONS GOING ON DURING THIS TIME. SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$500, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS

FAREWELL & RECHARGE BREAKFAST

Experience Sponsor

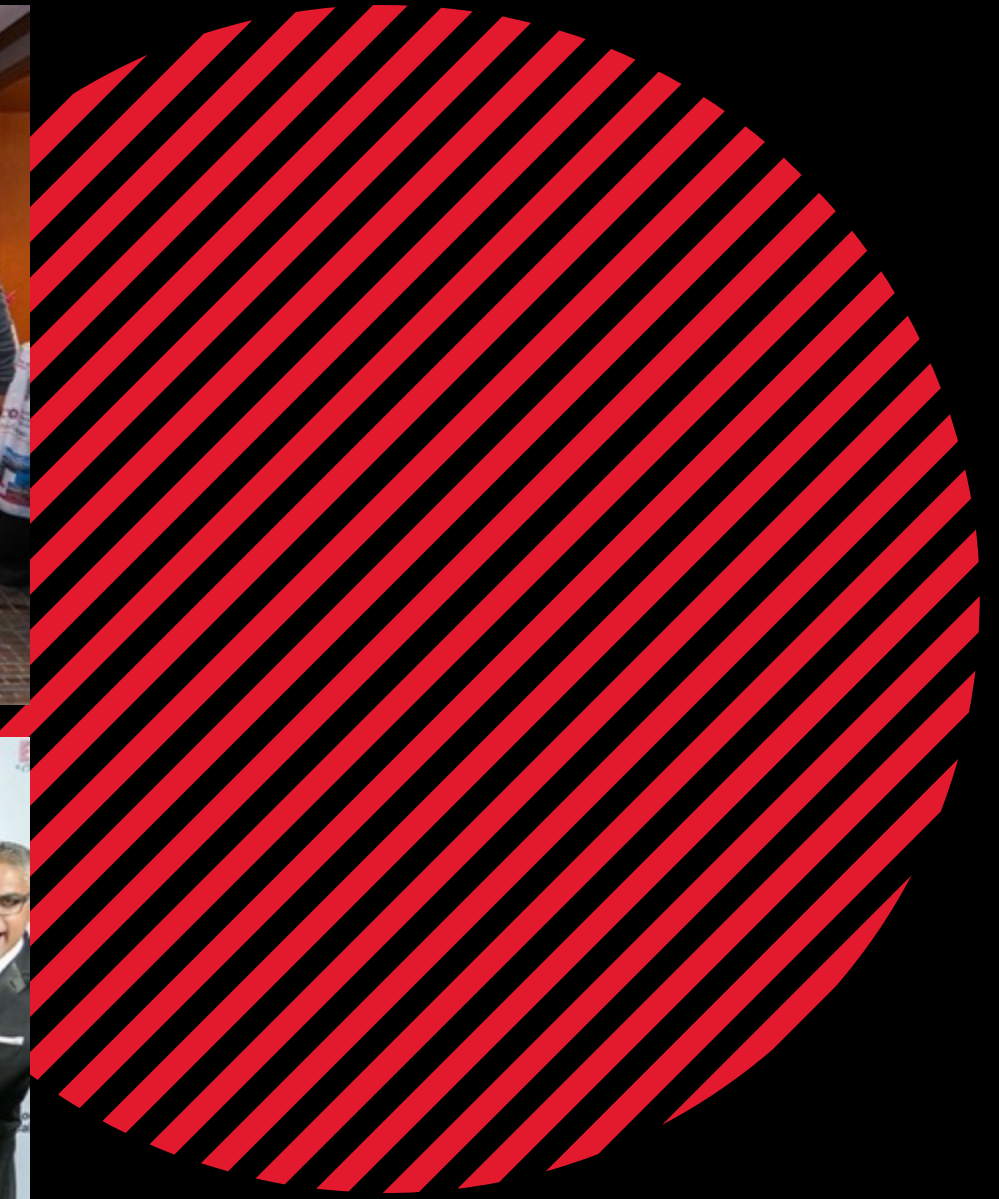
(1) Available \$6,000.00

- Title Sponsor of "Farewell & Recharge Breakfast" Including Opportunity for Customized Activations, at Cost to Sponsor
- (1) Duo Package to include: (2) Gala Dinner Tickets, (2) Come Together Breakfast Tickets
- (1) Sponsor Showcase Table
- Recognition & Logo at Farewell/Recharge Breakfast on Signage
- Recognition & Logo Shown from Gala Stage
- Ability for Continuous Video Shown During "Farewell + Recharge Breakfast" (Sponsor Provides Video and All Audio-Visual Costs)
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (1) Facebook, (1) Instagram and (1) LinkedIn

*SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$500, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



EVENT SPONSORSHIP



EVENT SPONSOR

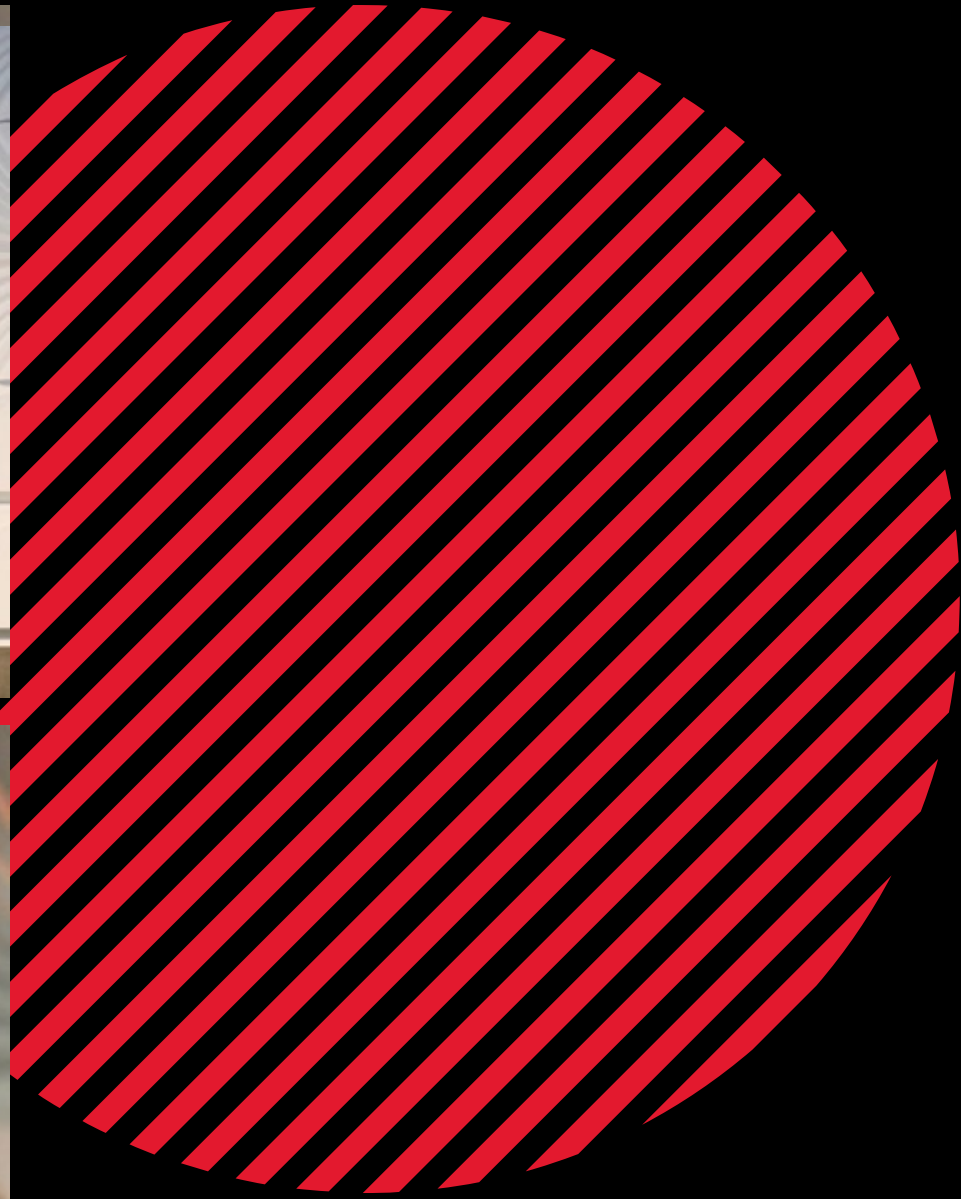
AVAILABLE TO MEMBERS ONLY
\$4,000.00

- (1) Duo Package to include: (2) Gala Dinner Tickets, (2) Come Together Breakfast Tickets
- (1) Sponsor Showcase Table
- Recognition & Logo at Gala Dinner
- Logo Included on Event Marketing - Save The Date, Event Registration and Event Website
- Social Media Promotion - (1) Facebook, (1) Instagram and (1) LinkedIn

*SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$500, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



CHARITY SPONSORSHIP (ICW)



CHARITY SPONSORSHIP ICW

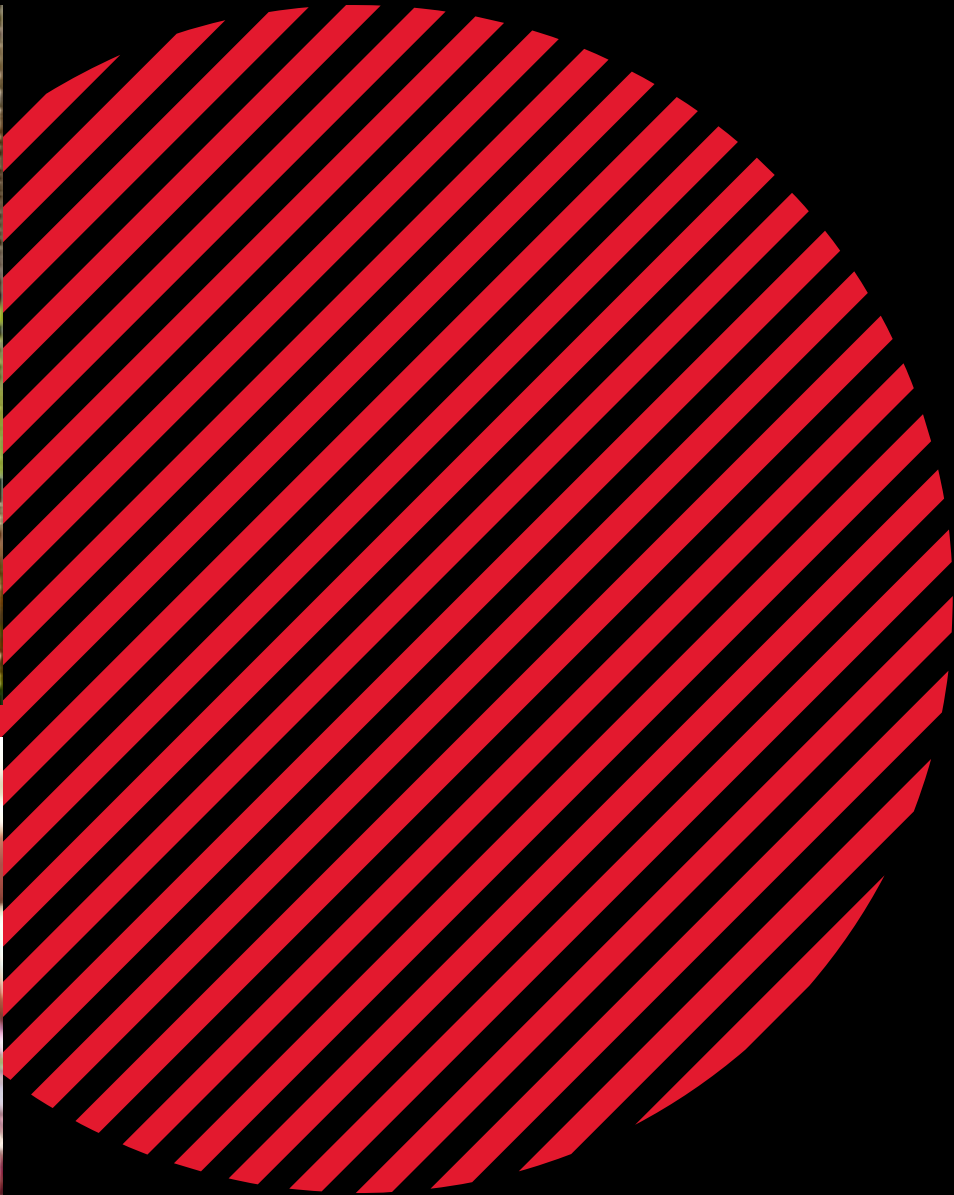
Our goal as SITE SoCal members is to support our focus of giving back. We are now requiring approval for ICW events that are in conjunction with our SITE SoCal Holiday Event. Our sponsors are our lifeline to the continued success of the SITE SoCal Holiday Event.

A donation is required in good faith to SITE SoCal based upon your ICW budget. Our recommendation is ~ 10% of your ICW budget. Events, time and location to be approved with SITE SoCal Board of Directors.

Please direct all ICW questions to our VP of Sponsorship, Michael Crockenberg at michael.crockenberg@paseahotel.com



IN-KIND SPONSORSHIP



DECOR

IN-KIND SPONSOR

We're looking for a decor partner for various events throughout the year including Holiday Event. Based upon the In-Kind value, we will customize a package for you to attend.

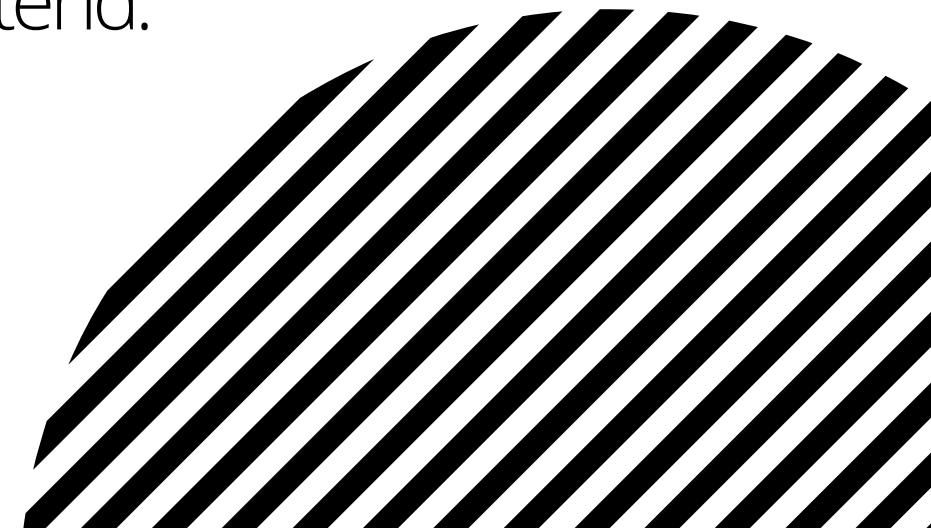
- Breakfast/Lunch - i.e. linens, centerpieces
- Reception & Gala Dinner - *please see additional RFP*
- The After Party - i.e. linens, social activations, lounge furniture

ENTERTAINMENT

IN-KIND SPONSOR

We're looking for an entertainment partner for various events throughout the year including Holiday Event. Based upon the In-Kind value, we will customize a package for you to attend.

- Fun In The Sun Activities - i.e. DJ
- Reception - i.e. Acoustic/DJ & Violinist
- Gala Dinner - i.e. Acoustic/DJ & Violinist
- The After Party - i.e. Video DJ/Band



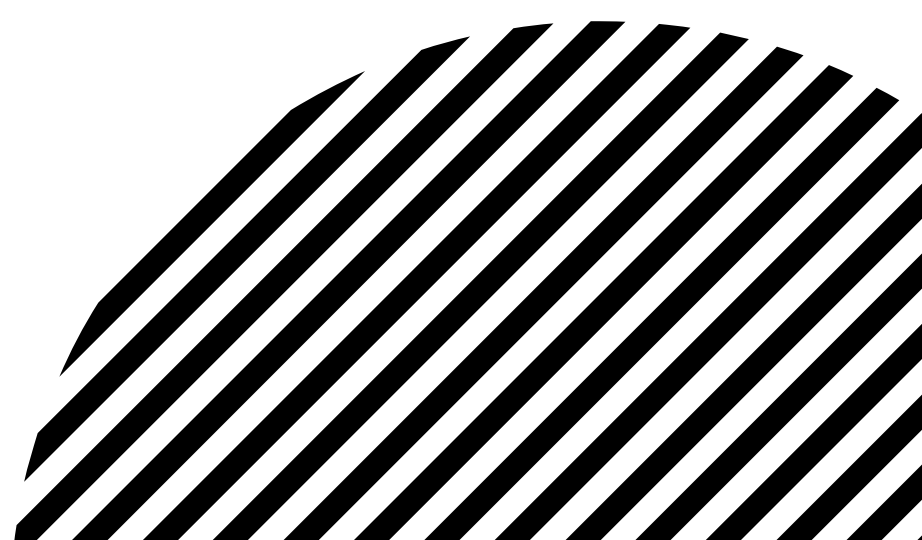
WELLNESS LOUNGE IN-KIND SPONSOR

We're looking for teambuilding/wellness activations throughout the year including our Wellness Lounge experience for Holiday Event. Based upon In-Kind value, we will customize a package for you to attend.

Please see additional RFP.

AUDIO VISUAL IN-KIND SPONSOR

We're looking for Entertainment for various events throughout year and for the SITE SoCal Holiday Event. Based upon In-Kind value, we will customize a package for you to attend.

- Registration /Educational Events- i.e. LCD screens
 - Reception & Gala Dinner - please see additional RFP
 - The After Party - i.e. LCD screens, lighting
- 

GIFTING IN-KIND SPONSOR

We're looking for a gifting experience for both suppliers and planners attending the SITE SoCal Holiday Event. Based upon the In-Kind value, we will customize a package for you to attend.

Estimated Attendance

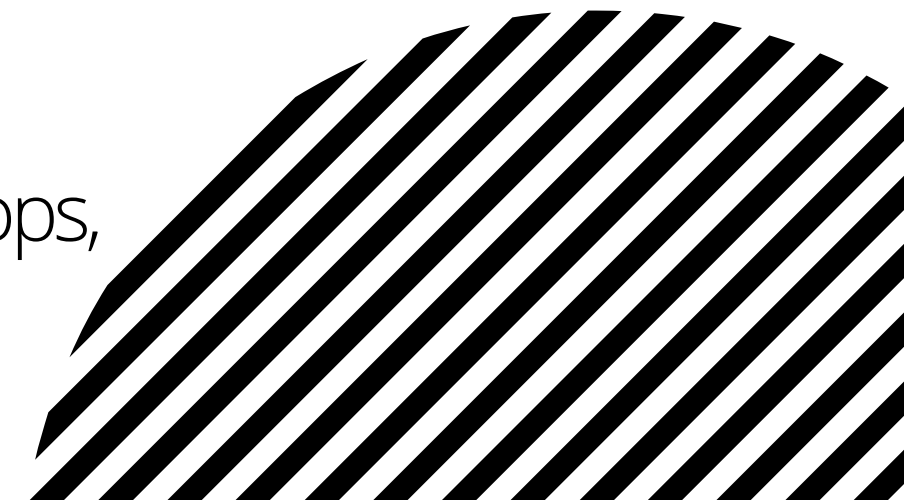
Suppliers - 250 to 350 guests

Planners - 250 to 350 guests

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Have an idea of something you want to sponsor or a unique element to include let us know. Here are a few of the additional sponsorship opportunities available:

Signage Sponsor, Lanyards, Re-Charge Lounge, Room Key, In Room Drops,
Speaker Sponsor



READY TO SPONSOR OR HAVE ANY QUESTIONS?



VP SPONSORSHIP

Michael Crockenberg

michael.crockenberg@paseahotel.com

DIRECTOR OF SPONSORSHIP



Shelly Hinek

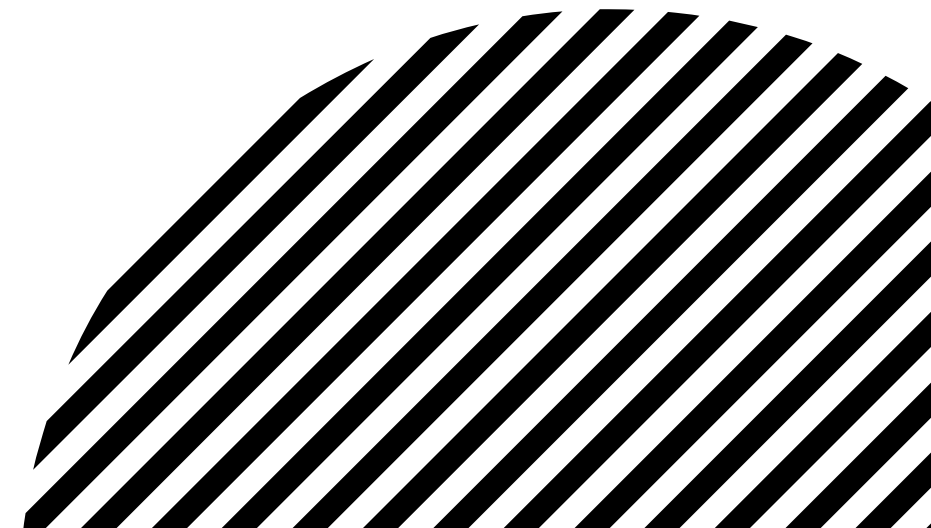
shinek@helmsbriscoe.com

DIRECTOR OF INDUSTRY RELATIONS



Krissi Trevino - Thomas

krissi.thomas@accessdmc.com





THANK YOU!

site Southern
California