

2025 SPONSORSHIP OPPORTUNITIES

A MESSAGE FROM THE PRESIDENT

Dear SITE SoCal Members,

As we step into 2025, I am filled with excitement and gratitude as we begin another year of growth, connection, and opportunity. It's a true honor to welcome you all to this exciting chapter, where our theme for the year is clear and powerful: *"Relationships Matter."*

Reflecting on the remarkable year we had in 2024, I think we can all agree we ended the year feeling "Inspired." I can't help but feel immense pride in all we accomplished together. With record-breaking membership growth and a continued commitment to educational excellence, we soared to new heights, and each of you played a crucial role in making that happen. Our ability to Inspire one another allowed us to accomplish so much, but now, it's time to focus on what sustains and deepens our success: our relationships.

At SITE SoCal, we believe that connections are the heartbeat of what we do. Relationships Matter because they foster trust, open doors to new opportunities, and give us the strength to face challenges together. This year, let's celebrate the power of these connections. Let's invest in each other's success, support our communities, and continue to grow together as both professionals and individuals. By strengthening our relationships, we will build a more inclusive, supportive, and thriving SITE SoCal for years to come.

I'd like to take this opportunity to express my deepest thanks to our incredible sponsors, volunteers, and board members for their support. You are the foundation of our success, and together, we will make 2025 an unforgettable year for SITE SoCal.

I am beyond excited to see the amazing connections that will emerge this year relationships that will not only shape our chapter but also create ripple effects throughout our industry. Thank you for your dedication, your passion, and your commitment to SITE SoCal. Here's to a year of meaningful connections, shared successes, and a vibrant, united community.

At your service and looking forward to the year ahead!



Krysteena Meredith

2025 President, SITE Southern California



Why support SITE SoCal?



Professional growth through participation at educational programs, events and conferences

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

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

Stand up for the industry through advocacy

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



What do your sponsorship dollars help support?



Financial stability & longevity of SITE SoCal organization

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

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

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

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



2025 Schedule of Events

Tuesday March 11	Earth Week	Tuesday June 3	
EDUCATIONAL LUNCHEON	EARTH WEEK GIVE BACK	EDUCATIONAL LUNCHEON	
Sheraton Hotel and Marina, San Diego		Pasea Resort, Huntington Beach	Holid
July	Sunday August 17	Thursday September 18	Wednes
July MEMBERS ONLY EVENT			Wednes





lay Event + Charity gala

sday, December 10 - Friday, December 12

La Quinta Resort and Spa, La Quinta

EXCLUSIVE EXPERIENCE SPONSOR









EXCLUSIVE EXPERIENCE SPONSOR \$4,000.00 Per Event or \$12,000.00 Annual (3) Available

- Major Exposure Throughout The Programing as "Exclusive Experience Sponsor"
- Complimentary Admission to Events 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









MEMBERS ONLY SPONSORSHIP



MEMBERS ONLY EVENT SPONSOR

Negotiable based on Venues + Services Offered

(1) Available

- Major Exposure Throughout The Programing as "Members Only Event Sponsor"
- Complimentary Admission to Event For Up to (2) Guests (SITE SoCal Membership Required)
- Full Attendee List Pre/Post Event
- Recognition & Logo Shown at Event
- 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

HISTORY:

2024- Universal Studios Hollywood. Included Complimentary Day Admission to Park, Private Backlot Tour, Buyout of Harry Potter World (Non-Park Hours), Hosted Dinner + Reception



MEMBERSHIP PERK SPONSOR \$3,000.00 Per Educational + Experience Event or \$9,000.00 Annual

(3) Available

- Major Exposure Throughout The Programing as "Membership Perk Sponsor"
- Complimentary Admission to Event For Up to (1) Guest
- Full Attendee List Pre/Post Event
- Recognition & Logo Shown from Stage
- Logo Included on Event Marketing Save The Date, Event Registration and Event Website
- Social Media Promotion -

(1) Facebook, (1) Instagram and (1) LinkedIn

In Kind Sponsorships also available



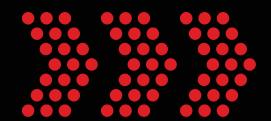
SOCAL POKER TOURNAMENT SPONSORSHIPS











Sponsorship at a Glance

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.



ALL IN! FINAL TABLE Strategic Sponsor

(1) Available \$10,000.00

- Dedicated Premium Poker Table for (9) people with minimum of (4) planners
- Dinner + Drink Coupons throughout the evening
- Preferred table location and longer table utilization
- Up to (5) Complimentary Guestrooms for (1) Night for Planners Only
- Dedicated Final Table with your Logo, included with your Sponsorship Fee
- Logo on continuous loop throughout event
- (10) Complimentary Re-Entry tickets
- Logo included on Event Marketing Save the Date, Event Registration and Event Website
- 30 second mic spotlight with host at your table
- Social Media (3) Facebook, (3) Instagram and (3) LinkedIn
- Major Exposure Throughout The Programming as "All In Final Table Sponsor"
- Full Attendee List Pre/Post Event

*SPONSOR REQUIRED TO DONATE 2 GIFT CERTIFICATES VALUED AT \$1000 EACH, MINIMUM 2 NIGHTS WITH BREAKFAST, OR ONE GIFT CERTIFICATE, MINIMUM 4 NIGHTS INCLUDING BREAKFAST



WELLNESS LOUNGE Strategic Sponsor (1) Available \$10,000.00

- Dedicated Premium Poker Table for (9) people with minimum of (4) planners
- Dinner + Drink Coupons throughout the evening
- Preferred table location and longer table utilization
- Up to (5) Complimentary Guestrooms for (1) Night for Planners Only
- Wellness Experiences included in Sponsorship Fee, additional experiences can be included at cost to host
- Logo on continuous loop throughout event
- (10) Complimentary Re-Entry tickets
- Logo included on Event Marketing Save the Date, Event Registration and Event Website
- 30 second mic spotlight with host at your table
- Social Media (2) Facebook, (2) Instagram and (2) LinkedIn
- Major Exposure Throughout The Programming as "Wellness Lounge Sponsor" Including Opportunity for Customized Activations, at Cost to Sponsor
- Full Attendee List Pre/Post Event

*SPONSOR REQUIRED TO DONATE 2 GIFT CERTIFICATES VALUED AT \$1000 EACH, MINIMUM 2 NIGHTS WITH BREAKFAST, OR ONE GIFT CERTIFICATE, MINIMUM 4 NIGHTS INCLUDING BREAKFAST



LOSERS LOUNGE Strategic Sponsor

(1) Available \$5,500.00

- Dedicated Premium Poker Table for (9) people with minimum of (4) planners
- Dinner + Drink Coupons throughout the evening
- Preferred table location and longer table utilization
- Up to (5) Complimentary Guestrooms for (1) Night for Planners Only
- Lounge experience for guests to enjoy once their poker play is over
- Lounge Games included in Sponsorship Fee, additional activations can be included at cost to host
- Logo on continuous loop throughout event
- (10) Complimentary Re-Entry tickets
- Logo included on Event Marketing Save the Date, Event Registration and Event Website
- 30 second mic spotlight with host at your table
- Social Media (2) Facebook, (2) Instagram and (2) LinkedIn
- Major Exposure Throughout The Programming as "Losers Lounge Sponsor" Including Opportunity for Customized Activations, at Cost to Sponsor

*SPONSOR REQUIRED TO DONATE 2 GIFT CERTIFICATES VALUED AT \$1000 EACH, MINIMUM 2 NIGHTS WITHBREAKFAST, OR ONE GIFT CERTIFICATE, MINIMUM 4 NIGHTS INCLUDING BREAKFAST

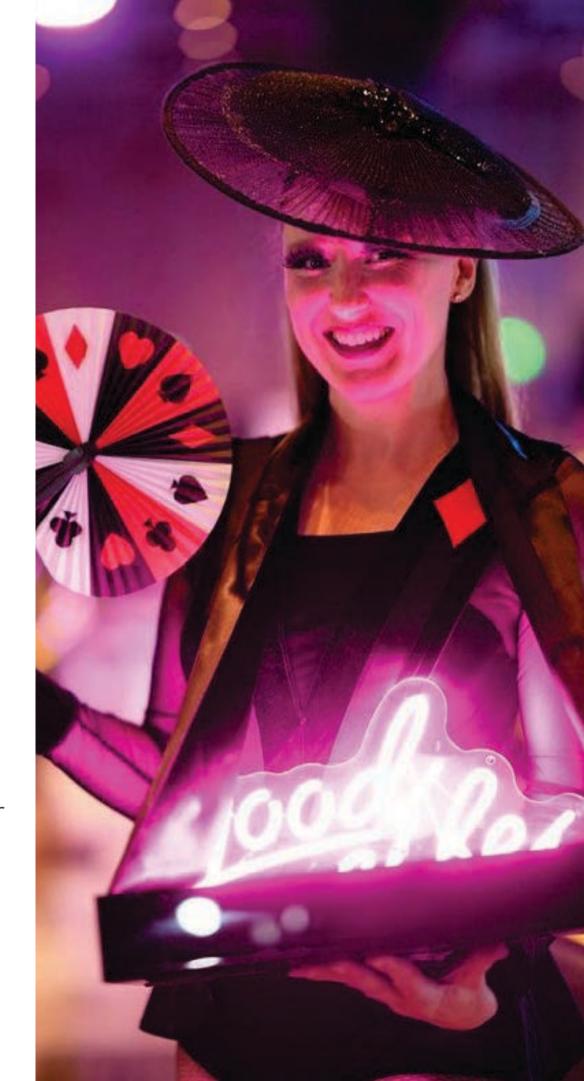


PLANNERS PRACTICE LOUNGE Strategic Sponsor

(1) Available \$4,500.00

- Dedicated Premium Poker Table for (9) people with minimum of (4) planners
- Dinner + Drink Coupons throughout the evening
- Preferred table location and longer table utilization
- Up to (5) Complimentary Guestrooms for (1) Night for Planners Only
- 1 Hour Practice Session with Planners Only Invited
- Tables and Instructors included in Sponsorship Fee
- Logo on continuous loop throughout event
- (10) Complimentary Re-Entry tickets
- Logo included on Event Marketing Save the Date, Event Registration and Event Website
- 30 second mic spotlight with host at your table
- Major Exposure Throughout The Programming as "Planners Practice Lounge" Sponsor" Including Opportunity for Customized Activations, at Cost to Sponsor

*SPONSOR REQUIRED TO DONATE 2 GIFT CERTIFICATES VALUED AT \$1000 EACH, MINIMUM 2 NIGHTS WITH BREAKFAST, OR ONE GIFT CERTIFICATE, MINIMUM 4 NIGHTS INCLUDING BREAKFAST



SHUFFLE UP: PLAYING CARD SPONSOR WITH YOUR COMPANY LOGO **Strategic Sponsor**

(1) Available \$3,000

- (1) Poker Duo Package, shared poker table for (1) Supplier + (1) Planner
- Complimentary Guestroom for Planner only
- Dinner + Drink coupons throughout the evening
- We'll provide the playing cards with your logo for use at all tables during the Poker Tournament.
- Your logo cards will not be used at the Pre-Poker Planner Practice Lounge, nor the final table.
- Recognition at Poker Event

*SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$1000, MINIMUM 2 NIGHTS WITH BREAKFAST





HOLIDAY EVENT SPONSORSHIP









2025 SITE SoCal Holiday Event + Charity Gala

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

Wednesday, December 10:

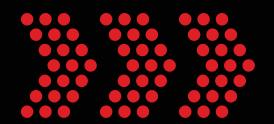
2:00 PM – 7:00 PM Registration 2:00 PM – 5:00 PM Sponsor Showcase + **Relationships Matter Lounge** 7:00 PM – 9:00 PM Welcome Reception

Thursday, December 11:

7:30 AM – 9:30 AM Come Together Breakfast 8:00 AM - 12:00 PM Golf Tournament 10:00 AM – 2:00 PM 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 12:

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



Sponsorship at a Glance

STRATEGIC **SPONSORSHIP**

Gold (3 Available) Silver Bronze

2

EXPERIENCE & EVENT SPONSORSHIP

Opening Day Open Space Come Together Breakfast Wellness Lounge Give Back Get Back The After Party Farewell + Recharge Breakfast Event Sponsor

3

CHARITY SPONSORSHIP (ICW)







IN-KIND SPONSORSHIP

Entertainment Decor Gifting Signage Ftc.



STRATEGIC SPONSORSHIP





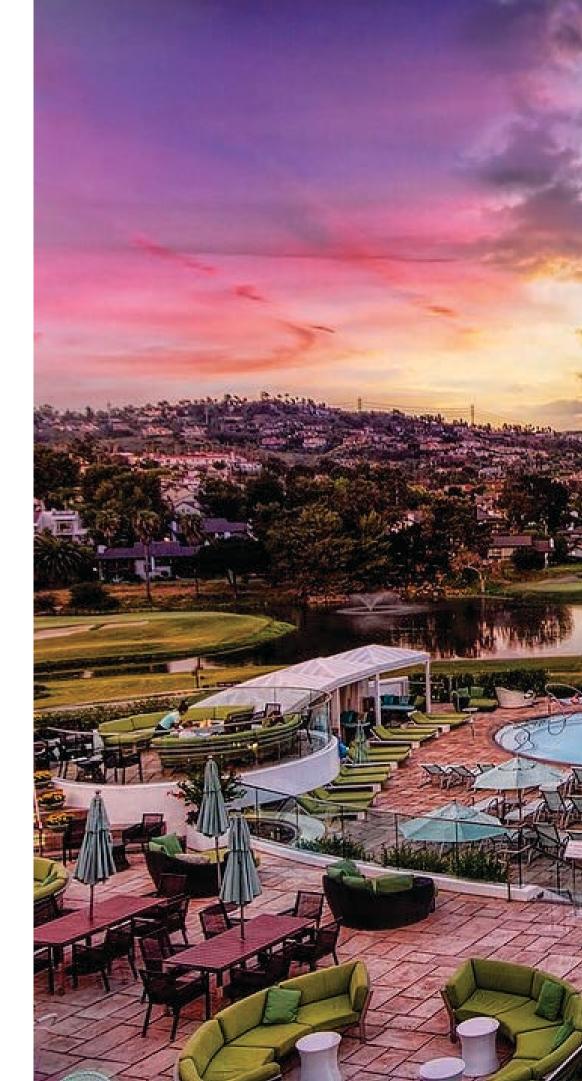




GOLD **Strategic Sponsor**

Available \$26,000.00

- Major Exposure Throughout The Programming as "Gold Sponsor" Including Opportunity for Customized Activations, at Cost to Sponsor
- (2) Experience Packages Including: (20) Gala Dinner Tickets, (20) Come Together Breakfast Tickets
- Full Attendee List Pre/Post Event
- (1) Preferred Location: Sponsor Showcase, (1) Designated Extra Large Wellness Booth, Exclusive early access to Wellness Lounge
- (10) Complimentary guest rooms, for (2) nights for Sponsor
- Recognition from Gala Stage
- First right of refusal for live auction package
- 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 (2) Facebook, (2) Instagram and (2) LinkedIn



RELATIONSHIPS MATTER LOUNGE Your Experience, Your Way

(1) Available \$8,000.00

Picture this: Your brand's very own oasis at the start of the event—the Relationships Matter Lounge. As the exclusive title sponsor, you'll have the unparalleled opportunity to craft a space that's uniquely yours, leaving an indelible impression on every attendee.

- Additional exposure option for a Gold level sponsor
- Must purchase a Gold level sponsorship to be eligible as Opening Day Lounge sponsor
- Can name the Lounge space as you please
- Dedicated space on Opening Day of event to create a dynamic space for Networking
- From 2 PM 5 PM Coinciding with Registration and Sponsor Showcase

*You have exclusive hosting rights during this time, and no other Suppliers are permitted to hold events during this time



SILVER Strategic Sponsor

Available \$21,000.00

- 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
- Exclusive early access to Wellness Lounge
- Full Attendee List Pre/Post Event
- (1) Prime Location: Sponsor Showcase
- (4) 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





BRONZE **Strategic Sponsor** Available \$12,500.00

- 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
- Full Attendee List Pre/Post Event
- (1) Sponsor Showcase Table
- (1) Complimentary guest room, 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 (1) Facebook, (1) Instagram and (1) LinkedIn



SPONSORSHIP



BIOTUNE







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



COME TOGETHER BREAKFAST Experience Sponsor

(1) Available \$11,000.00

- 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
- 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



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 \$1,000, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



GIVE BACK GET BACK Experience Sponsor

(1) Available \$6,500.00

- 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 \$1,000, 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



EVENT SPONSORSHIP













GOLF TOURNAMENT Experience Sponsor

\$1,000.00 per Sponsorship

- Hole Sponsor: Sponsor a hole of your choice on a first come first serve basis
- Competition Sponsor: Sponsor a competition, ie closest to the pin or longest drive. Must provide prize for Men's and Women's winner
- Golf Ball Sponsor: Must purchase balls for branding
- Recognition & Logo at Golf Tournament
- Social Media Promotion on Instagram during and post Golf Tournament



5K SPONSOR Experience Sponsor

(1) Available \$3,000.00

- Title Sponsor of "5K" including opportunity for customized activations, at cost to sponsor
- Recognition & Logo on 5K Sponsor on Signage
- Recognition & Logo Shown from Gala Stage
- Ability for Continuous Video Shown During "5K" (Sponsor Provides Video and All Audio Visual Costs)
- Logo Included on Event Marketing Save The Date, Event Registration and Event Website
- Social Media Promotion on Instagram during 5K

** As a reminder, not all attendees participate in 5K, as there are other activations going on during this time.

*SPONSOR REQUIRED TO DONATE 1 GIFT CERTIFICATE VALUED AT \$1,000, MINIMUM 2 NIGHTS FOR OVERNIGHT STAYS



IN-KIND Sponsorship









DECOR **IN-KIND SPONSOR**

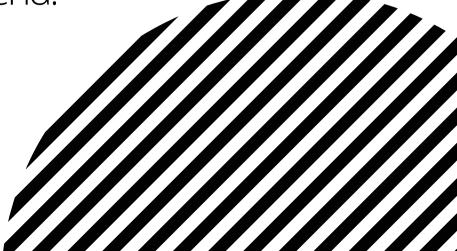
We're looking for a decor partner for various events throughout the year including Holiday Event. Based upon the In-Kind value, we will customize a package for you to attend.

- 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.

- 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

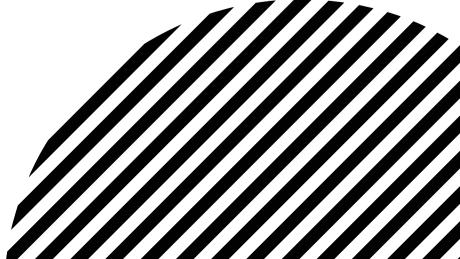
We're looking for teambuilding/wellness activations throughout the year including our Wellness Lounge experience for Holiday Event. Based upon In-Kind value, we will customize a package for you to attend. Please see additional RFP.

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





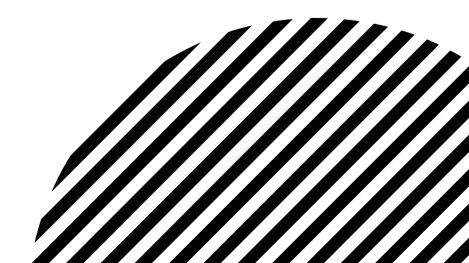
ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

POST-EVENT COMMUNICATION REQUIREMENT: SPONSOR AGREES THAT ANY PRE AND POST-EVENT COMMUNICATIONS, INCLUDING BUT NOT LIMITED TO EMAILS, SOCIAL MEDIA POSTS, PRESS RELEASES, OR OTHER PROMOTIONAL MATERIALS REFERENCING THE EVENT, MUST EXPLICITLY MENTION SITE SOCAL AND THE SITE SOCAL HOLIDAY EVENT BY NAME. THE EVENT NAME MAY NOT BE ALTERED OR REPLACED IN ANY MANNER. SPONSOR MUST ENSURE THAT ALL REFERENCES TO THE EVENT ACCURATELY REFLECT ITS AFFILIATION WITH SITE SOCAL. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN CORRECTIVE ACTION, INCLUDING BUT NOT LIMITED TO, EXCLUSION FROM FUTURE SPONSORSHIP OPPORTUNITIES.





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

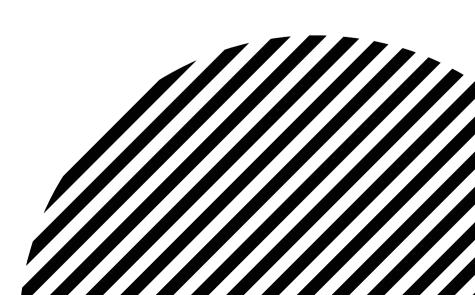
Krissi Trevino - Thomas krissi.thomas@accessdmc.com















Site Southern California