

## SPONSORSHIP POLICY AND PROGRAM

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### **Overview**

Global tourism corporations and organizations are demonstrating an increasing commitment to well-designed, practical and actionable sustainability initiatives, as well as searching for ways to communicate their dedication and the credibility of their work. The Global Sustainable Tourism Council and its high-profile membership, including United Nations agencies and affiliates, leading non-profit organizations, and tourism companies recognized as early-adopters of sustainable tourism practices, is interested in partnering with like minded organizations seeking to promote tourism, sustainable tourism and sustainability. To that effect, the GSTC will seek sponsors interested in sharing the GSTC vision and partnering to accomplish the mission of mainstreaming sustainability in the travel industry.

### **Sponsorship Program**

The Sponsorship Program is established to seek financial and outreach supporters for the GSTC, its programs, and its accomplishments in helping to lead the tourism industry toward sustainability. GSTC appreciates all contributions to the organization and its mission, and has established a program of recognition for outstanding contributors.

Sponsorships are not tax exempt and therefore are envisioned as a financial investment that will yield benefits to the sponsor while also supporting the cause of sustainability in the travel industry.

The GSTC will seek to build partnerships that benefit both organizations in the short and long-term, seeking to build lasting, high-impact sponsorship relations. With that in mind the programs will be tailored to each sponsor's needs, striving to meet all our common objectives.

### **Sponsorship Level**

In order to ensure baselines for different levels of value, the GSTC will establish the following levels of support and the minimum benefits to be expected per level. These specifics will not be published broadly, but will serve as the benchmark for any sponsorship proposal to be negotiated by GSTC, and certain items and benefits may be promoted at times to encourage sponsorship opportunities.

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## **GSTC Supporter Level contributions above \$5,000**

1. Mention of the sponsorship in one monthly newsletter (published 12/yr)
2. Mention at annual event as a contributor to GSTC from the stage and in the event program
3. Logo display on website
4. Invitations to public events hosted by GSTC

## **GSTC Catalyst Level contributions above \$15,000**

1. All of the above
2. Feature story in one newsletter
3. Logo featured in partner section for 6 newsletters
4. Logo display on the website in the GSTC Catalyst section
5. Membership for 1 year, subject to approval by the Board

## **Sustainability Steward Level contributions above \$25,000**

1. All of the above
2. Logo displayed in 12 newsletters
3. 2 invitations to the annual event of the GSTC
4. Logo featured with other Sustainability Stewards at GSTC annual event
5. Box story in annual report
6. Invitation to regional GSTC events

## **Presenting Sustainability Sponsor level contributions above \$75,000**

1. All of the above
2. 4 invitations to annual event
3. Public recognition by the Chair at the annual meeting announcements
4. Recognition as the Presenting Sustainability Sponsor of a Keynote Speaker at the annual meeting
5. Table and display area at the annual meeting
6. Recognition as Presenting Sustainability Sponsor of a breakfast at the annual meeting
7. Rotating message and logo front page of the website
8. Logo included in publications not specifically sponsored by an organization

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9. 100 word description of the organization in annual report
10. Press release announcing collaboration and support of GSTC
11. Media placements of collaboration story
12. Guaranteed industry category exclusivity at the Presenting Sustainability Sponsor level (hotel, cruise, tour operator, GDS, etc)

## **Sustainability Patron level contributions above \$150,000**

These contributions receive all benefits listed above and will work one-on-one with the GSTC to secure a program that meets their needs.

## **Management of the funds**

Funds received will be managed by the United Nations Foundation's Finance Department. The UN Foundation's Finance Department has a robust set of internal controls, sophisticated accounting systems, and a highly trained and experienced team of finance, accounting and budget professionals. The UN Foundation has received unqualified or "clean" audit opinions from its external auditors for the past 11 years. All past audit reports, as well as other financial data, can be viewed on the Foundation's website ([UNFoundation.org](http://UNFoundation.org)).

The UN Foundation will receive the funds and assign to the GSTC account. The UN Foundation will report periodically on the management of the funds to the GSTC Board.

## **Monitoring and reporting on impact**

The value to a Sponsor will be beyond the marketing or visibility aspect, but more on the actual engagement of the viewers. A reporting mechanism that highlights some of impacts of their support will be reported at the end of the one year sponsorship agreement. Quarterly reports will be produced for Presenting Sponsors and Patrons. These reports include:

1. Visitation to the website and particular views to the pages where the sponsor is highlighted
2. Distribution of newsletter in terms of viewers
3. Number of participants of the events and survey results, if applicable

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4. Distribution of annual report
5. Media coverage