



# SPONSORSHIP OPPORTUNITIES

July 19-21, 2017

JW Marriott Phoenix Desert Ridge Resort & Spa  
Phoenix, Arizona

**ARIZONA**  
OFFICE OF TOURISM

## **General Information**

### ***What -***

The Arizona Governor's Conference on Tourism (GCOT) provides professional development sessions, national speakers, valuable networking opportunities, a dedicated sponsor exhibit area and the Governor's Tourism Awards. The conference, consistently attended by hundreds of industry leaders, is the opportunity to gather information on the latest trends impacting tourism. We offer an environment that promotes networking and the exchange of ideas for the benefit of our commerce. The success and growth of our conference is reflective of a unified industry that wants to continually be successful at what we do.

The conference is attended by all elements of the Arizona travel and tourism industry including conventions & visitors bureaus, chambers of commerce, tourism related state agencies, hotels, resorts, events, attractions, cultural arts, gaming, retail stores, golf courses, taverns, and associations. Additionally, there are many support related organizations that participate, such as advertising agencies, marketing firms, print media, publishers, and printing companies. The conference provides a great opportunity for organizations that provide a support service to the visitor industry to make key contacts with Arizona's tourism leaders while promoting their company and services.

### ***When -***

Wednesday, July 19 through Friday, July 21, 2017  
JW Marriott Phoenix Desert Ridge Resort & Spa  
5350 E. Marriott Dr.  
Phoenix, Arizona 85054

### ***Expected Attendance -***

500

### ***Sponsorships -***

The Sponsorship Program for GCOT provides the opportunity to participate on a variety of levels, offering organizations the opportunity to purchase the recognition that best suits their budget and promotional needs. All sponsor levels are cash only participation and may be a cooperative partnership between no more than two organizations, each contributing an equal amount.

Diamond	\$20,000	Bronze	\$5,000
Platinum	\$15,000	Copper	\$2,500
Gold	\$10,000	Exhibitor	\$1,250

### ***For more information -***

Arizona Governor's Conference on Tourism  
Phone: Connie Gutierrez (480) 990-1887 x10

Email: [info@azgcot.com](mailto:info@azgcot.com)  
Web site: [www.azgcot.com](http://www.azgcot.com)

## Sponsorship Packages

### **Standard Benefits for All Sponsors**

- Company name, address and contact information printed in the Governor's Conference on Tourism (GCOT) Program Book.
- Complimentary exhibit space to include an 8' x 10' booth.
- Name recognition on the 2017 GCOT web site.
- A copy of the GCOT Attendee Directory.

### **Diamond**

**\$20,000**

- Standard Benefits for all sponsors
- Sponsor your choice of evening reception or the conference lunch.  
The first sponsor whose payment is received has first choice for what event they will sponsor.
- Recognition signage displayed at your Sponsored Event.
- Full-page advertisement in the GCOT Program Book. Back Cover, Inside Front Cover and Inside Back Cover are available to choose from. The first sponsor whose payment is received has first choice for advertisement placement.
- Inclusion in Conference collateral sent to all industry partners, including but not limited to: registration forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Diamond Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Six (6) complimentary attendee full registrations (includes all materials, meals, workshops and events).

### **Platinum**

**\$15,000**

- Standard Benefits for all sponsors.
- Sponsor your choice of evening reception or the conference lunch.  
First preferences go to Diamond, and then the first sponsor whose payment is received has first choice for what event they will sponsor
- Recognition signage displayed at your Sponsored Event.
- Full-page advertisement in the GCOT Program Book.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Platinum Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Four (4) complimentary attendee full registrations (includes all materials, meals, workshops and events).

### **Gold**

**\$10,000**

- Standard Benefits for all sponsors.
- Sponsor one of the two Continental Breakfasts or one of the two Keynote Conference Speakers.  
The first sponsor whose payment is received chooses the event they would like to sponsor.
- Recognition signage displayed at your Sponsored Event.
- Half-page advertisement in the GCOT Program Book.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Gold Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Three (3) complimentary attendee full registrations (includes all materials, meals, workshops and events).

**Bronze**

**\$5,000**

- Standard Benefits for all sponsors.
- Sponsor one of the three Beverage Breaks during GCOT. The first sponsor whose payment is received chooses the break they would like to sponsor.
- Recognition signage displayed at your Sponsored Event.
- Quarter-page advertisement in the GCOT Program Book.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Bronze Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee full registrations (includes all materials, meals, workshops and events).

**Copper**

**\$2,500**

- Standard Benefits for all sponsors.
- Inclusion in all Conference collateral sent to all industry partners, including but not limited to: registrations forms, confirmation forms, and materials provided during the Conference.
- Company featured on the web site as a Copper Sponsor.
- Company name featured in an email or fax blast to all potential attendees.
- Company name and logo on signage at the Conference site.
- Verbal recognition during the Conference.
- Two (2) complimentary attendee full registrations (includes all materials, meals, workshops and events).

**Exhibitor - Booth**

**\$1,250**

- Standard Benefits for all sponsors.
- Two (2) complimentary attendee full registrations (includes all materials, meals, workshops and events).
- Exhibit Show Hours:

Wednesday, July 19:	Taste of Arizona Reception	5:00 pm - 7:00 pm
Thursday, July 20:	Continental Breakfast	7:15 am - 8:00 am
	Morning Break	10:15 am - 10:45 am
	Afternoon Break	3:00 pm - 3:30 pm
	Conference Reception	5:00pm - 6:00 pm
Friday, July 21:	Continental Breakfast	8:00 am - 8:45 am
	Morning Break	9:45 am - 10:15 am

- **GCOT must be notified by June 9th if you would like a booth space, no late submissions will be accepted.** Booths will be assigned after June 9, 2017 based on the level of sponsorship on a first come, first served basis.

**For more information or questions, contact the  
Arizona Governor’s Conference on Tourism**

**Web site : [www.azgcot.com](http://www.azgcot.com)**

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