



ATA's Second Annual

U.S.- AFRICA SEMINAR

**Focus on Sports, Adventure
and Diaspora Tourism**

Thursday, February 19 to Friday, February 20, 2009

Washington Convention Center

Washington, D.C., USA

Sponsorship Opportunities

U.S.- AFRICA SEMINAR: Focus on Sports, Adventure & Diaspora Tourism

As part of the Africa Travel Association's effort in building the premier Africa travel and tourism industry event in the United States, ATA will host the Second Annual U.S.-Africa Seminar at the Washington Convention Center from February 19-20, 2009, two days prior to the Adventures in Travel Expo.

This year's seminar will highlight **Sport** and **Adventure Travel and Tourism**, Africa's fastest growing travel and tourism sectors, as opportunities for exploration, growth and investment, and highlight the role of the **African Diaspora** in the future development of Africa's travel and tourism industry.

Participants from around the world are expected to come to this event to network, learn and take home the most up-to-date information on Africa's travel products, services and offerings and to reach an audience of travel trade experts and specialists who have access and authority, and an interest in learning further about your ideas, products, and services. This year, ATA expects up to 300 participants, including tourism, sports, and diaspora ministers and government officials, the diplomatic community, hospitality/travel industry professionals, business, finance, infrastructure, investment and SME leaders, airline representatives, marketing firms, travel agents, tour operators, airline and hotel representatives, community leaders, college and university faculty and students, and writers, publishers, journalists, media, and individuals.

ATA invites friends, members and supports to become more actively involved with ATA and the U.S.-Africa Seminar by serving as a Sponsor for the 2009 event. Our objective is to provide powerful brand and visibility to you and to allow for multiple recognition opportunities.

If you any questions about ATA or the available sponsorship opportunities, please contact ATA at:



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SPONSORSHIP CATEGORIES FOR 2009 U.S.- AFRICA SEMINAR

Focus on Sports, Adventure and Diaspora Tourism

PLATINUM Level: \$20,000 or more (1 only)

- Five (5) complimentary admissions to the seminar
- Name displayed on event publications as sponsor
- Opportunity to distribute marketing materials and/or gifts
- Sponsorship and chairmanship of a plenary session
- Recognition on ATA website, including website link and contact details
- Name listed and logo posted on all pre and post event marketing materials, including press releases, advisories, and program booklet
- Issuing of separate Press Release announcing partnership and sponsorship level
- Opportunity to host premier evening reception at venue of choice*

GOLD Level: \$10,000 (2 only)

- Five (5) complimentary admissions to the seminar
- Name displayed on event publications as sponsor
- Opportunity to distribute marketing materials and/or gifts
- Sponsorship and chairmanship of one workshop
- Recognition as workshop sponsor in all publications
- Speaking opportunity on a panel
- Sponsor a lunch and deliver brief remarks
- Recognition on ATA website, including website link and contact details
- Name listed and logo posted on all pre and post event marketing materials, including press releases, advisories, and program booklet.

SILVER Level: \$5,000 (4 only)

- Three (3) complimentary admissions to the seminar
- Name displayed on event publications as sponsor
- Opportunity to distribute marketing materials and/or gifts
- Speaking opportunity on a workshop panel
- Sponsorship and chairmanship of one workshop
- Recognition as workshop sponsor in all publications
- Recognition as a sponsor a coffee break

SUPPORTERS: \$ 2,500 (10 only)

- One complimentary admission to the seminar
- Name displayed on event publications as sponsor
- Opportunity to distribute marketing materials and/or gifts
- Speaking opportunity on a workshop panel

Participation fees:

ATA Members: \$300

Non-members: \$500

* Amount does not include expected direct expenses for hosting a special event, which will be paid directly by the sponsor to the vendor