



MARKETING/OUTREACH/SPONSORSHIP OPPORTUNITIES



2024
**AFRICAN
AMERICAN**
TOURISM CONFERENCE

BEATTY CENTER
COLLEGE OF CHARLESTON
OCTOBER 4-5, 2024

SPONSOR PACKET

EVENT OVERVIEW:

Annual conference focusing on growth of the African- American niche of the Tourism Industry in South Carolina.

The industry generates \$16 Billion dollars for the state's economy, and the African-American Niche's Economic Impact- \$2.4 Billion.

How can South Carolina's investment into the development of this niche

1) spur economic growth in rural and urban communities, and 2) increase visitor dollars spent in our state?

PROGRAM

Opening Reception, Resource Development Track, Digital Marketing Track, Strategic Planning

Audience:

Tourism Industry Officials
Local & State Government
Tourism Industry Businesses
Non- Profits & Businesses seeking resources to develop tourist related program

Marketing/ Outreach/Sponsorship

Opportunities:

Website/Direct
Mail/Television/Radio/Banners/Program Booklet

CONFERENCE DEMOGRAPHICS

- 150 Stakeholders from Industry during face to face format
- 2000+ Projected Stakeholders during virtual format- partnership with national tourism destination agencies and groups.
- Year to year, approximately 85 to 90 percent of conference attendees are tourism practitioners, and most are women.
- The majority of registrants are small business owners and non- profit groups providing tourism & cultural arts related services.
- Approximately three-quarters of attendees have 10 or more years of experience in the tourism industry.





SPONSOR BENEFITS	SILVER \$2500	GOLD \$5000	PLATINUM \$10,000	TITLE \$20,000
Comp Registrations	2	4	8	12
Advertisement in Conference Program	1/8 Page	1/4 Page	Inside Cover	Back Cover
Official Comments of Appreciation	●	●	●	●
Comp Exhibit Space	●	●	●	●
Recognition on websites, social media sites, & press		●	●	●
Opportunity to participate in Awards Reception			●	●
Exclusive Title Naming Rights				●

Vendor Tables Available \$500 - program listing, two tickets

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AFRICAN AMERICAN TOURISM CONFERENCE

COMMITMENT FORM

Commitment Form

____ Yes, I/we wish to support the African- American Tourism Conference.

Please print your Company/Foundation/Name as you would like it to appear in the program.

Company/Foundation/Name:

Contact Name:

Title/Position:

Address:

City/State/Zip:

Main Phone:

Alt. Phone:

Email:

_Host Presenting Sponsor \$20,000

_Platinum Sponsor \$10,000

_Gold Sponsor \$5,000

_ Silver Sponsor \$2,500

Donor (Unable to attend but wish to contribute) \$_____

Make your check payable to: South Carolina African American Tourism Council



Mail to: 620 Rutherford St., Greenville, SC 29609

Questions Call: 864.270.3784

South Carolina African American Tourism Council is a 501 c3 Tax Exempt Organization
Sponsorship is tax-deductible to the full extent of the law.

