



PARTNER WITH SATIC AND TRAVEL
THE JOURNEY TO DEVELOP AND STRENGTHEN
YOUR RELATIONSHIP WITH THE SOUTH
AUSTRALIAN TOURISM INDUSTRY.



WANT MORE INFORMATION?

FOR ALL SPONSORSHIP ENQUIRIES,
PLEASE CONTACT:

*Membership &
Sponsorship Manager*

**SOUTH AUSTRALIAN
TOURISM INDUSTRY COUNCIL**

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Images by SATIC and Heidi Who Photos

SATIC
SOUTH AUSTRALIAN
Tourism Industry Council

SATIC

SPONSORSHIP *Opportunities*

SATIC HAS A WIDE REACH,
REPRESENTING OVER 900 TOURISM
BUSINESSES IN SOUTH AUSTRALIA,
FROM THE LARGE TO THE SMALL
ACROSS ALL REGIONS AND SECTORS.

SATIC OFFERS A VARIETY OF EVENTS
AND TRAINING PROGRAMS FOR BOTH
MEMBERS AND NON-MEMBERS WITH
A RANGE OF BENEFITS AT DIFFERING
PARTNERSHIP LEVELS.



SOUTH AUSTRALIAN TOURISM AWARDS

(Annual event)

Recognised as the premier event on the tourism
calendar, attracting widespread interest throughout
the State, the Awards Dinner is known as Tourism's
Night of Nights. With over 850 guests attending, this
event provides the opportunity to showcase your
partnership with SATIC to South Australia's finest
tourism operators. Pre, during and post promotional
opportunities are available for this event.



**South Australian
Tourism Awards**



WHO IS SATIC?

The South Australian Tourism Industry Council (SATIC)
has been operating since 2009 as a not-for-profit incorporated
body representing the tourism industry

with over 900 members.

As the peak body for South Australia's tourism industry,
the Council promotes the value of tourism, actively supports
sustainable tourism business activities across the visitor economy and
advocates industry policy on behalf of its members and the industry.

Governed by a Board of 10 directors and
employing 5 full time staff members

*We are the voice of the
tourism industry.*



SATIC
SOUTH AUSTRALIAN
Tourism Industry Council

SATIC TOURISM CONFERENCE

(Annual event)

The annual State-wide Conference is a 2 day
must-attend event held in May/June for all sectors
of the South Australian tourism industry. It provides
education, networking and professional development
opportunities with a line-up of inspirational, relevant
and informative local and national speakers. The
conference will challenge and inspire with the aim
of making all businesses and the industry thrive now
and into the future. This event can offer a variety
of pre and during promotional opportunities.



PROMOTIONAL SERVICES PARTNERSHIP

(12-month agreement)

This partnership is designed for professional
service providers and consultants looking to build
their presence. Through the recommendation and
promotion of services, Promotional Services Partners
have access to over 900 South Australian tourism
industry members. The package offers 12 months'
worth of promotional opportunities with the
tourism industry.

OTHER OPPORTUNITIES

SATIC also delivers a series of smaller events and provides
partnership opportunities throughout the year.
These include:

- ServiceIQ: Smarter Business Workshops
- Talking Tourism Networking Events
- Boardroom Lunch Series

We are keen to work with venues, suppliers and
corporate partners to deliver these events with
benefits negotiated on a case by case scenario.

BRONZE \$3,000^{+ GST}

SOUTH AUSTRALIAN TOURISM AWARDS

- 1 x Award category which includes; presentation of Award to winner and logo on category certificate
- 2 x complimentary tickets
- Recognition in all event related material; including invite, program, eDMs and website
- Quarter page (A7) advertisement in the program (500 copies printed)
- Acknowledgement by MC and on-screen presentation on the night
- 2 x tickets to attend the "Winners Circle" networking function
- Certificate of Appreciation

SOUTH AUSTRALIAN TOURISM CONFERENCE

- 2 x registrations to attend the Conference (day 2 - Main Plenary Day)
- 2 x complimentary tickets to attend Welcome Cocktail Function
- Recognition in all event related material including invite, program, eDMs and website
- Acknowledgement by MC and on presentation at the event
- Display of one (1) pull up banner (supplied by sponsor)

SATIC PROFESSIONAL SERVICES PARTNER



SILVER \$5,000^{+ GST}

ALL OF THE ABOVE...

PLUS

- 1 x EXTRA Award category (2 in total)
- 2 x more complimentary tickets (4 in total)
- 1 x electronic slide to promote your company on the night
- A larger advertisement in the program – half page (A6)
- Product placement opportunities in the winner's bags and/or where appropriate (at your cost). Eg: branded merchandise, marketing material or products.



OR

- Supporting sponsor of one of five workshop streams where your company will be recognised at every workshop in that stream
- A staff member(s) to be considered as a presenter for a workshop
- 2 x registrations to attend the full Conference program (day 1 & 2)
- 2 x complimentary tickets to attend the Welcome Cocktail Function
- Display of one (1) pull up banner (supplied by sponsor)
- Product placement opportunities in delegate bags and/or where appropriate
- Recognition in all event related material; including invite, program, eDMs and website
- Acknowledgement by MC and on presentation at the event



- 12 months of promotion and affiliation with SATIC and its members
- 12-months 'Supporter of Tourism' membership (valued at \$150)
- Recognition on SATIC website with your logo hyperlinked on the front page
- Dedicated webpage on the SATIC website
- One 'exclusive' social media announcement annually
- Access to the members only section of the SATIC website
- Opportunity to provide an exclusive offer to be listed on the Members' webpage
- Information flyers and benefits available on the SATIC website for members plus distributed via SATIC's 'member packs' weekly
- Listed on the SATIC 'Consultant Register'
- Opportunity to feature in SATIC's e-newsletter – 'SATIC Snapshot'. One feature article per annum, plus invitation to provide content
- Opportunity to be invited to feature in SATIC's 'Meet a SATIC Member' blog
- Possible invitation to contribute an article/advertorial to SATIC's B2B Member Magazine 'The View' (Distribution: over 2,500 readers)
- Logo acknowledgement as a SATIC Partner in 'The View' and across SATIC e-communications (Distribution: over 2,500 readers)
- Receive SATIC's B2B Member Magazine 'The View' - twice a year
- 2 x complimentary tickets to Talking Tourism networking events (4 per year) or ServiceIQ Workshops
- Opportunity to attend all SATIC events at 'Member Rate'
- First opportunity of right of refusal to be involved as a sponsor of the SA Tourism Conference and/or SA Tourism Awards

GOLD \$10,000^{+ GST}

BOTH SILVER + BRONZE BENEFITS...

PLUS

- 1 x EXTRA Awards category (3 in total)
- Opportunity to make a short speech and/or show a TVC on the night (total 3 minutes).
- 4 x more complimentary tickets (8 in total)
- A full page (A5) advertisement in the program (limited to one ad per sponsor)
- Possible invitation to contribute an article/advertorial to SATIC's B2B Member Magazine 'The View'. (Distribution: over 2,500 readers)

OR

- One dedicated Trade Stand in the Conference foyer
- Recognised as the sponsor of the Welcome Cocktail Function where you will be given a creative branding opportunity (at your expense). These may include:
 - Merchandise which relates to the event theme
 - Wine glass labels
 - Door prizes
 - Guest gifts
 - Logo representation incorporated into food display
- 2 x full-day delegate packages to attend the Conference (day 1 & 2)
- 6 x complimentary tickets to attend the Welcome Cocktail Function
- Recognition in all event related material; including invite, program, eDMs and website
- Acknowledgement by MC and on presentation at the event.
- Display two (2) pull-up banners at sponsored event (supplied by sponsor)

FROM \$10,000 + GST ALL OF THE ABOVE...

PLUS

- SATIC consultant to personally present and recommend your services to a negotiated number of businesses annually through selected industry programs and/or communications
- A full page relevant article per annum in the 'The View' Magazine (limited word count)
- Opportunity to host a ServiceIQ Workshop and SATIC Networking function at your venue with potential to present
- 2 x extra tickets to a Talking Tourism or a ServiceIQ Workshop (4 in total)
- 2 x complimentary tickets to one of SATIC's annual 'Special Events'
- 1 x invitation to a Chairman's Luncheon event per year
- 1 x registration to attend SA Tourism Conference (day 2 - Main Plenary Day)
- One dedicated Trade Stand at the SA Tourism Conference

PRESENTING PARTNER

ALL OF THE ABOVE + MUCH, MUCH MORE!

This top tier alliance provides you with the opportunity to tell us what you want. We will work with you to deliver unique and creative opportunities to promote your brand. Why not consider the following valuable partnership opportunities:

- Exclusive sponsor of the pre-dinner drinks
- Entertainment partner – help us source the very best Master of Ceremonies and band for the celebration.
- Sponsor the red carpet and/or Hall of Fame
- Sponsor the table centre pieces
- Provide every guest with a gift
- Promotional decals and signage (artwork and printing to be at sponsor's expense)

Plus, you will receive ten (10) complimentary tickets to the event

ALL OF THE ABOVE + PLENTY MORE!

Leverage the most out of your partnership with recognition opportunities including (but not limited to):

One dedicated Trade Stand in the Conference foyer.

Recognised as the Presenting Partner of the Conference as well as the official sponsor of the Conference Plenary Sessions, where you will be given the following opportunities:

- Make a short speech and/or show a TVC on the night (total 3 minutes, negotiable).
- Creative branding within the venue (subject to the venue's terms and conditions).

3 x full-day delegate packages to attend the Conference (day 1 & 2).

10 x complimentary tickets to attend the Welcome Cocktail Function

Recognition in all event related material; including invite, program, eDMs and website.

1 x social media announcement to over 10,000 followers across multiple platforms



ADDITIONAL PRODUCT & TRADE OPPORTUNITIES - \$2,000 + GST

This is your chance to be a part of SATIC's events series. These are entry level partnerships and provide businesses and new members the chance to be recognised within the industry. **TALKING TOURISM** A popular networking event series which is hosted across Adelaide and various regions of the State. With four events per year, this enables members to connect with other tourism businesses while hearing from business leaders and champions of the industry.

We are seeking partnerships in the following areas: • Beverages • Venues • Catering • Entertainment • AV suppliers • Guest speakers • Guest gifts/door prizes, etc. **Acknowledgement of your support could possibly include:** • Logo appearing in event collateral (over 1,000 members are sent invites) • Recognition at the event • Your banners on display (to be supplied by the partner) • Complimentary tickets to attend (negotiable) • Other promotional opportunities to be negotiated on a case by case scenario.

TRADE STAND Be a part of the South Australian Tourism Conference. **Host a Trade Stand and receive the following benefits:** • Dedicated display space in the conference foyer • Logo displayed in event collateral, on AV presentations and on website • One complimentary ticket to attend the conference (day 2) and Welcome Cocktail Function.

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