



Power of Partnerships Stewardship Summit

October 15 - 18, 2023

Partnership Packages and Opportunities

What is the Power of Partnership?

This isn't a conference. This is a **community**.

The Power of Partnership Stewardship Summit, or POP, is the first event of its kind that brings together the issues of climate, culture, and community. Formed through a collaborative partnership of four organizations, POP will help drive a collective mission to create an inclusive, and action-driven industry, united in solving some of the world's most pressing challenges.

In its simplest form, POP is four (4) days of networking, education, tours, experiences, art, and culture. And we are going deeper, we're removing the gloss and driving change. Through intentional partnerships and community-building, the Summit creates opportunities for behavior change and disrupts the traditional ways we build a business in the travel and tourism industry.

POP will create connections to small, community-based suppliers, from destinations of all sizes, creating pathways to build sustainable businesses that support communities and BIPOC businesses, and drive action for climate justice.

Richmond, Virginia was chosen as the inaugural destination to host the Summit for its rich cultural heritage and its ability to leverage tourism as an economic driver for fueling its local BIPOC businesses and diverse neighborhoods. Attendees will gain a broader knowledge and applied strategies for leveraging cultural heritage tourism and community-based tourism. They will also have the tools in hand to create and market new products to attract inbound travelers seeking local, authentic, and sustainable tourism products and experiences.

We're moving away from "**should do**" to "**how to**".



Photo courtesy Richmond Region Tourism

Event Goals

01

Educate on the intersection of climate, community and culture in tourism

We'll raise awareness on the barriers and opportunities faced by vulnerable communities via education, speakers, and community visits in and around Richmond.

02

Generate real and intentional partnerships

This is not a talk shop, we're committed to action. Summit partners and attendees will engage in capacity-building, action planning and make commitments to drive change in our industry.

03

Unite a global community

We'll be sharing best practices and explore issues through a global perspective, creating an intentional focus on opportunities for action and partnerships at a global scale.

Meet the Team

Four organizations came together to amplify our industry's impact.



The Cultural Heritage Economic Alliance

CHEA works to create inclusive and equitable opportunities for underrepresented and underserved small BIPOC tourism businesses to actively participate and profit in local tourism ecosystems.

www.cheaglobal.org



Tourism Cares

We unite the travel + tourism industry and act as a catalyst for positive social, environmental and economic impact for the people + places of travel.

www.tourismcares.org



The Travel Foundation

We work with tourism businesses and governments to maximize the benefits of tourism for destinations.

www.thetravelfoundation.org.uk



U.S. Cultural & Heritage
MARKETING COUNCIL

US Cultural & Heritage Marketing Council

We collaborate to execute bespoke tourism-curated marketing solutions, business insights, product development, and strategic engagement programs crafted for destinations, cultural partners, non-profits, business districts, and their diverse constituents.

www.uschmc.com

The Intended Impact of POP

Training + Economic Impact

Incorporating small, community-led, and BIPOC businesses into the supply chain leads to incredible economic impact for local communities. We will support small suppliers in Richmond and beyond by providing training to help them become ready to work with the trade.

Sustainability

We'll be running the event as sustainably as possible - offsetting, working with local businesses, and creating access and opportunity for all to attend. We'll also share best practices with our exhibitors and attendees on how they can be more sustainable while in Richmond.

Action Planning

We know what we need to do as an industry to mitigate the negative impacts tourism can create - overtourism, carbon emissions, leakage, etc. - but often don't know where to start. We will come together to action plan in real-time, share best practices, and equip each other with the tools to move forward.

Changing the Narrative

We're going to get real in Richmond. We will be holding a safe space to have honest conversations so we can start to create more transparency, trust, and innovative ways of doing business in the travel and tourism industry.

\$100,000+

in intended immediate economic impact POP will leave in Richmond through grant funding and support of small local businesses.

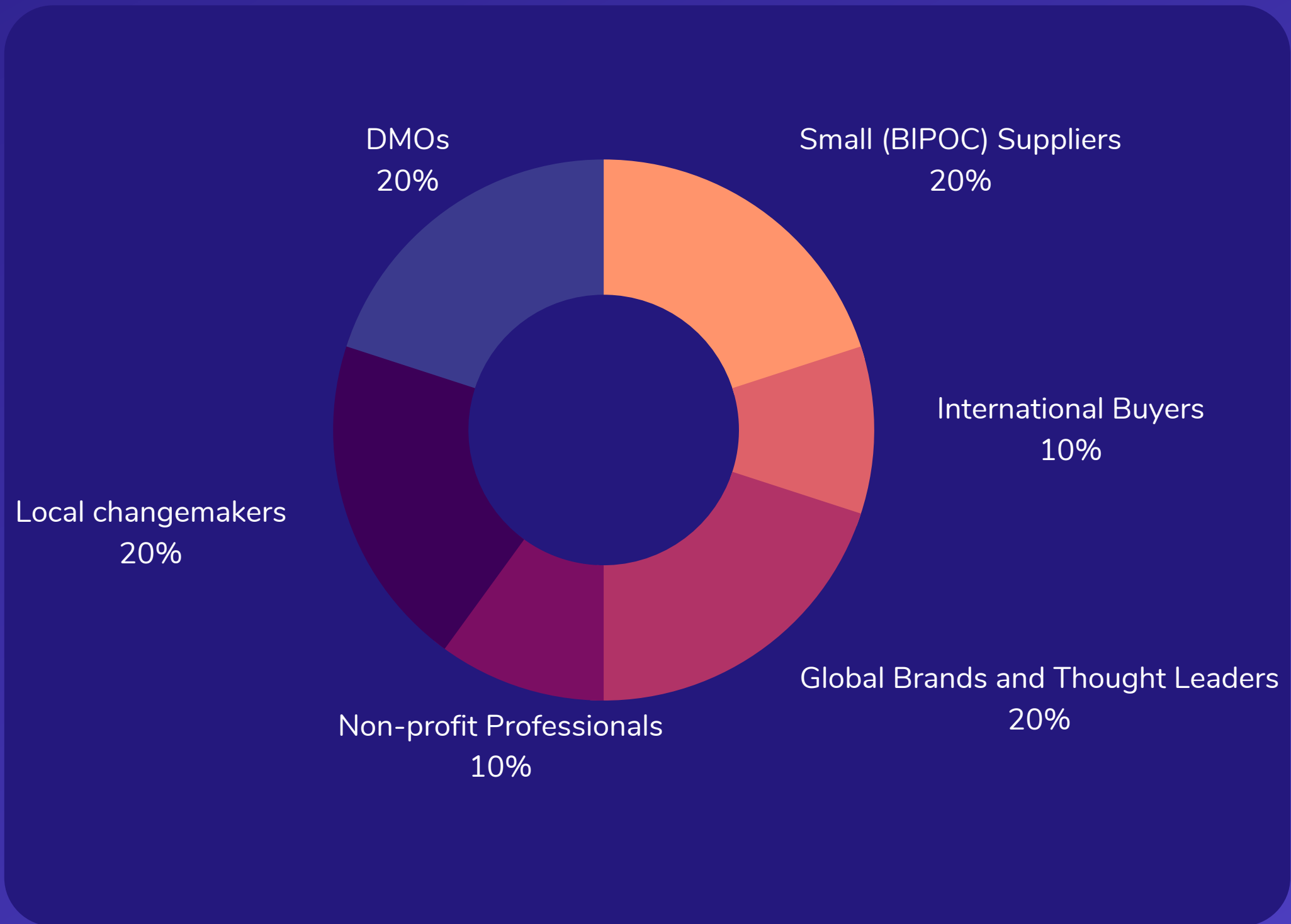




Our Audience

POP invites a B2B international audience committed to building business in travel and tourism more intentionally.

The purpose is to build an inclusive global community by inviting more small and medium-sized businesses into the supply chain. Our vision through this Summit is to create more equity, establish a baseline where we are all mutually benefitting from travel and tourism economically, and establish true culture exchange and environmental stewardship.





Schedule at-a-glance

SUNDAY

Exhibitor move-in

VIP/Sponsor Experience
Day at Salamander Resort

"Meaningful Map"
Dine Around Options

MONDAY

Opening Breakfast: Future
of Tourism Town Hall

Education Sessions

Multicultural Marketplace

Cultural Performances

Luncheon

Opening Reception

TUESDAY

Breakfast: Future of
Tourism Town Hall

Education Sessions

Multicultural Marketplace

Cultural Performances

Awards Luncheon

"Meaningful Map"
Dine Around Options

WEDNESDAY

Closing Breakfast: Future
of Tourism Town Hall

Education Sessions

Multicultural Marketplace

Cultural tours, Community
Experiences/Volunteering



Event Elements

Networking at the Multicultural Marketplace

At the Multicultural Marketplace, DMOs and suppliers representing diverse tour products and experiences will have an opportunity to interact with, and share their tourism product, with all attendees during networking sessions.

Culture + Community

The Power of Partnership Stewardship Summit is all about cultural immersion. Throughout the show, local artists will be invited to perform on the marketplace floor. On Tuesday afternoon, attendees will get out into the community to meet local changemakers to learn more about their businesses and how the travel trade can support more meaningful experiences.

Commitment to Act

Each morning we will start our day in a Town Hall format - sharing ideas, working through challenges, and giving us all a collective voice to move from "should dos" to action. Power of Partnership asks all attendees, sponsors, and partners to come eager to learn and leave committed to using our businesses' decision-making power to create great positive change.



“The Summit creates an opportunity to bring a diverse group of industry stakeholders together to ensure that the future of tourism is accessible and equitable for all.”

Stephanie Jones
The Cultural Heritage Economic Alliance



Partnership Opportunities

October 15 - 18, 2023

Companies that financially support the Power of Partnership Summit help turn vision into impact.

Partnership opportunities directly fund elements that bring the Summit to life. Vendors and partners are carefully chosen, prioritizing local organizations to supply food, materials, labor, tours, etc. to ensure we are economically supporting Richmond businesses as much as possible.

We're asking our Summit partners to make a shared commitment, using this partnership and your participation to drive action for change. We'll provide tools and resources to create a movement, addressing the needs of tourism communities, tourism businesses and our global community as a whole.

Thank you for your support and commitment to turning this shared vision into reality.

Partnership Commitment + Action

Step 1: Sign the Pledge

Summit partners are encouraged to sign a POP Action Pledge with their Partnership Agreement. The pledge commits partners to some basic POP Principles and requests that partners determine at least one (1) (or more!) concrete and meaningful action commitment aligned with the themes of the conference to be announced at the event.

Step 2: Pre-Event Prep

To help support action commitments, partners will design a series of special partner-only education sessions/discussions (virtually) where we can share some ideas, examples, and updates on emerging opportunities to engage in. Perhaps we can also create some sort of way for partners to share their commitments and call for partnerships that would help multiply the impact of their actions.

Step 3: Live at the Event

All action commitments will be shared publicly during the event by Summit partners themselves. There will also be an opportunity for media coverage to demonstrate the event's expected impact and help create a call to action for others to further catalyze those commitments.

Step 4: Post-Event Follow-up

All commitments will be posted to promote your commitments and keep the momentum alive. Six-twelve months later we will check in for reporting on the progress of commitments - and see where we can continue to support.



Photo courtesy Richmond Region Tourism

Partnership Levels

01

PRESENTING

\$50,000
High-Level Benefits



02

EVENT

Opportunities range from
\$5,000 - \$30,000



03

**EXHIBITOR/
MARKETPLACE**

Two options for support
\$2,500 / \$5,000



Key Partner Benefits

01

Summit Registrations

Build business, create connections, drive change for your team. Sponsorship above \$1,000 comes with registrations for your organization to attend.

02

Action Planning

We're moving from should do to how-to's by providing best practices and action plans for your team. POP leadership is available to our sponsors to help build a custom plan based on your needs and goals.

03

Marketing + Media Reach

Companies invested in generating positive impact deserve their name in lights - and we want to drive attention to our community. Through media partnerships, association reach, and our combined communities, sponsors will see placements in front of a combined trade and consumer audience of over 2 million.

Partnership Benefits

Please note: A portion of all sponsorship is tax-deductible.

SPONSOR TIERS	PRESENTING \$50,000	PLATINUM \$30,000	GOLD \$20,000	SILVER \$15,000	BRONZE \$10,000	DMO - BOOTH \$5,000	SUSTAINING \$5,000	MARKETPLACE \$2,500	SUPPORTING \$1,000
SIGNATURE BENEFITS									
Presenting Sponsor for the Power of Partnership Summit	✓								
Branded registration lanyard worn by all attendees and partners	✓								
Logo recognition for assigned sponsorship selection	Premiere branding	✓	✓	✓	✓	✓	✓	✓	✓
Speaking opportunity developed with your team and POP representatives	✓	✓	✓						
Complimentary registrations; with opportunity to donate registrations where applicable	Six	Four	Three	Two	Two	Two	One	One	
Exclusive VIP Day at Salamander for up to two (2) C-suite representatives	✓	✓	✓						
Complimentary booth space(s) in tradeshow area or option to donate booth to a local supplier(s)	Double Booth	Single Booth				Single Booth			
Spotlight feature in presenting partners communications/newsletters	✓	✓	✓						
Brand logo in trade publication feature/ad placement	✓	✓							



Where your sponsorship shows up

Your sponsorship comes with a number of benefits as outlined on page 15, as well as specific recognition based on the interest of the sponsor. Sponsors can choose where they're recognized based on giving level.

Platinum Opportunities | \$30,000

- Awards Luncheon
- Community Experience Day
- Reception
- Official Airline
- Transportation

Gold Opportunities | \$20,000

- Main Stage
- Cultural Arts Soundstage
- Luncheon

Silver Opportunities | \$15,000

- Cultural Tours
- VIP Reception
- Event App
- Media Center

Where your sponsorship shows up

continued

Bronze Opportunities | \$10,000

- Refreshment break
- Artists activation
- Town Hall Session/Breakfast
- Happy Hour
- Grab-n-Go Lunch

Sustaining Opportunities | \$5,000

- Exhibition Booth
- Supplier Grant Sponsor

Marketplace Opportunities | \$2,500

- Multicultural Marketplace Marquee

Destination Partnership - Exhibitors

\$5,000

Package Includes:

- Logo recognition on the Power of Partnership website
- 10x10 booth with table and two chairs
- Two (2) registrations: for destination representative(s) and/or BIPOC/small business suppliers
- Wi-Fi and electricity can be ordered for an additional fee
- Sustainability toolkit

Grants are available upon request to support suppliers' participation in POP. Visit our website [for more information.](#)

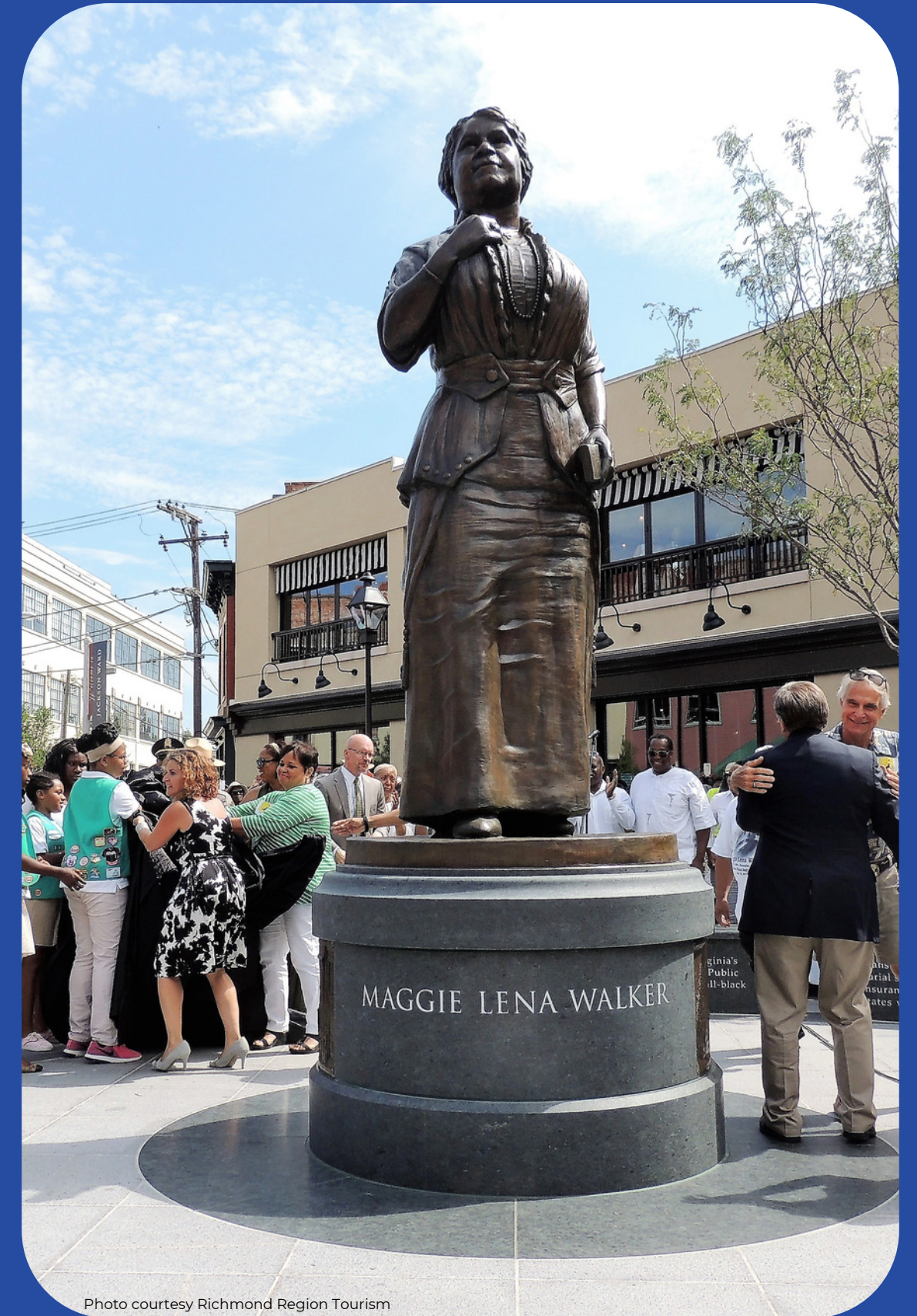


Photo courtesy Richmond Region Tourism

Multicultural Marketplace Sponsors

\$2,500

The best way to integrate more diverse businesses into the supply chain is by creating opportunities to come and participate - to meet others that can help grow their businesses and learn more about the trade. Sponsors of the Multicultural Marketplace are helping to create that opportunity for small suppliers. Sponsorship provides grants to support travel/accommodations for eligible suppliers to attend and build meaningful, and intentional partnerships, on the show floor.

Package Includes:

- Logo recognition on the Power of Partnership website
- Name recognition on Multicultural Marketplace marquee
- Support of a grant that will allow a small supplier the opportunity to attend/exhibit and share their product and unique story

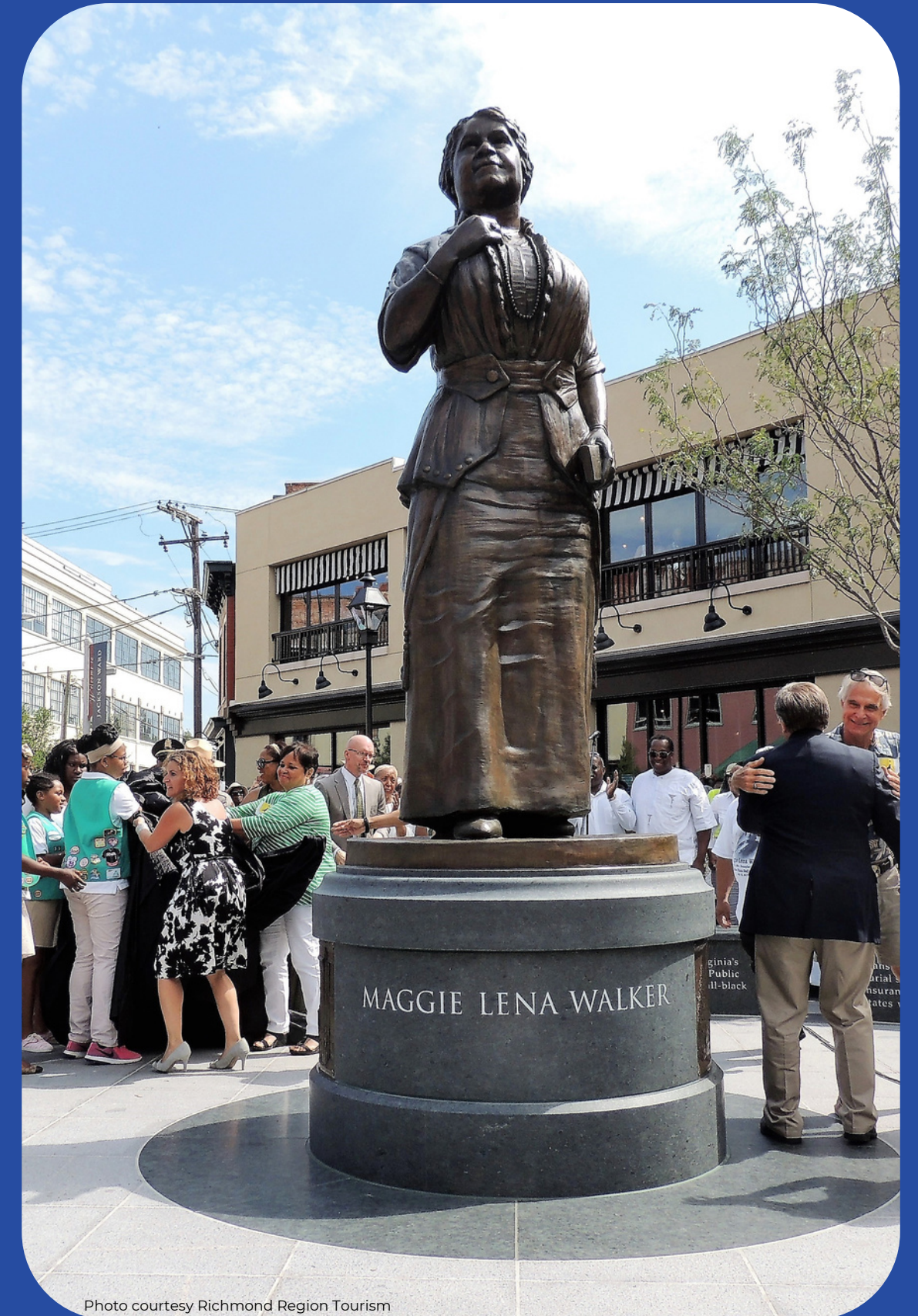
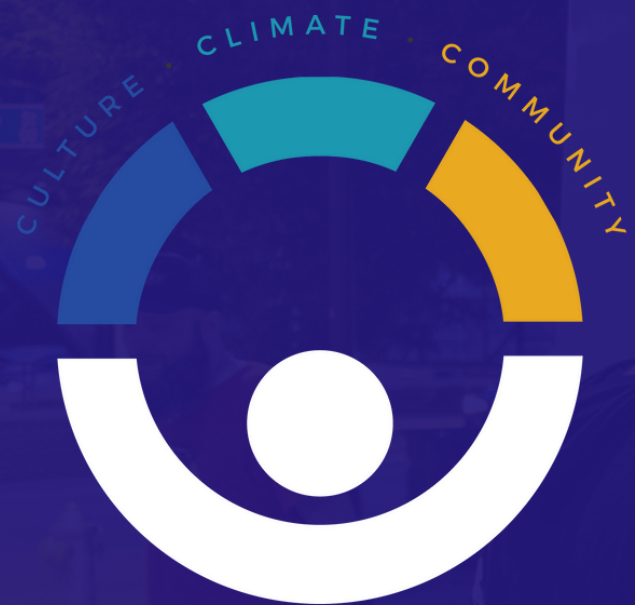


Photo courtesy Richmond Region Tourism



Power of Partnership

Stewardship Summit

Reach out to secure your partnership



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www.powerofpartnershipsummit.com