



# **Power of Partnerships Stewardship Summit**

# 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 business meetings, education, tours, experiences, and networking. But 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 more 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](http://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](http://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](http://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](http://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.

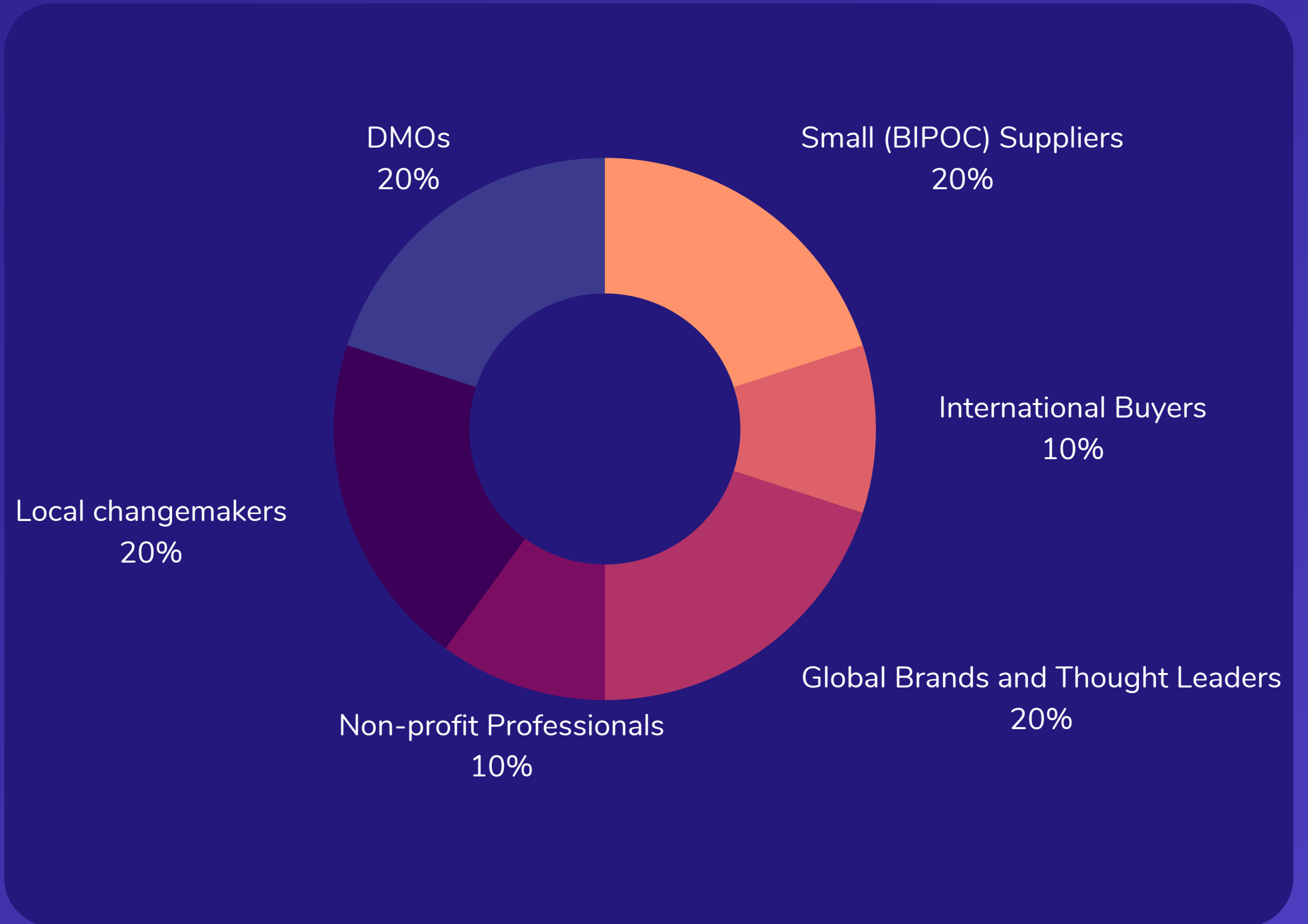




# Our Audience

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

Community Tours

"Meaningful Map"  
Dine Around Options

## MONDAY

Opening Breakfast: Future  
of Tourism Town Hall

Education Sessions

Multicultural Marketplace

Cultural Performances

Luncheon

Opening Reception at local  
venue

## TUESDAY

Breakfast: Future of  
Tourism Town Hall

Education Sessions

Multicultural Marketplace

Cultural Performances

Grab-n-Go Lunch

Community  
Experiences/Volunteering

## WEDNESDAY

Closing Breakfast: Future  
of Tourism Town Hall

Education Sessions

Multicultural Marketplace

Cultural Performances

Awards Luncheon

Closing Reception at local  
venue



## Event Elements

### Appointments at the Marketplace

At the Multicultural Marketplace, DMO-sponsored booths invite international and North American buyers to meet with destinations and 3-4 smaller suppliers who represent diverse tour products and experiences.

### Culture + Community

The Power of Partnership Stewardship Summit is all about cultural immersion. Throughout the show, local and national 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.





# Appointment Model

## Destinations host booths as exhibitors at the Multicultural Marketplace

Destinations host booths as exhibitors at the Multicultural Marketplace. Booths are valued at \$10,000 and include four (4) full Summit registrations, a 10x10 space with one table and two chairs and a book of buyer and media appointments.

## DMOs invite 3-4 suppliers to join them at the booth

DMOs will receive criteria to help determine the best supplier fit inclusive of small businesses, ideally BIPOC-owned suppliers of diverse tourism products and experiences which may include local activity operators, cultural attractions or other diverse experience providers.

## Buyers set appointments and build business!

Through pre-assigned appointments, buyers can meet with DMOs and small suppliers and brainstorm ways to start working together. Free networking time will also be built into the schedule to allow for more informal networking!



Photo courtesy Richmond Region Tourism



**“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.”**

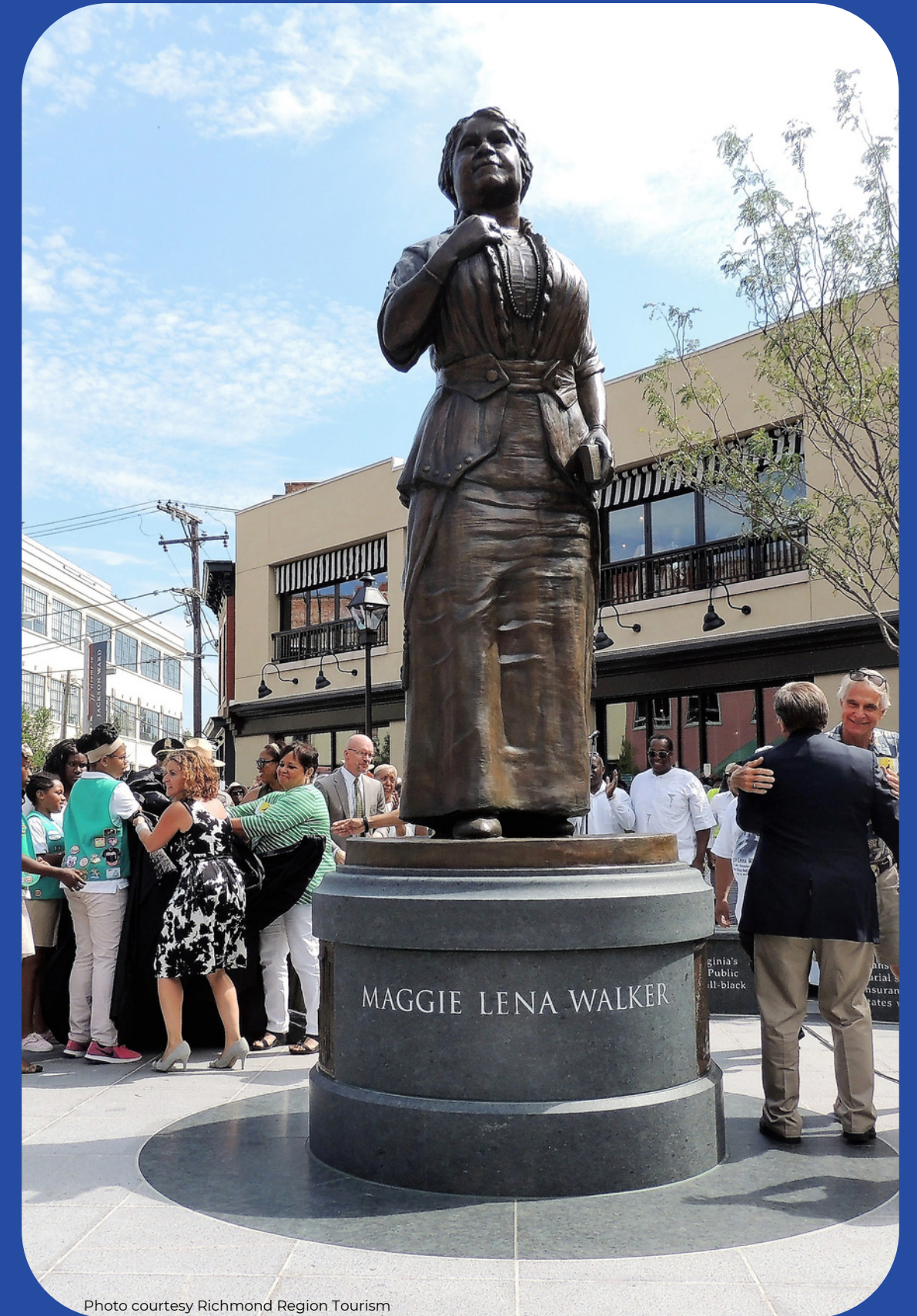
Stephanie Jones  
The Cultural Heritage Economic Alliance

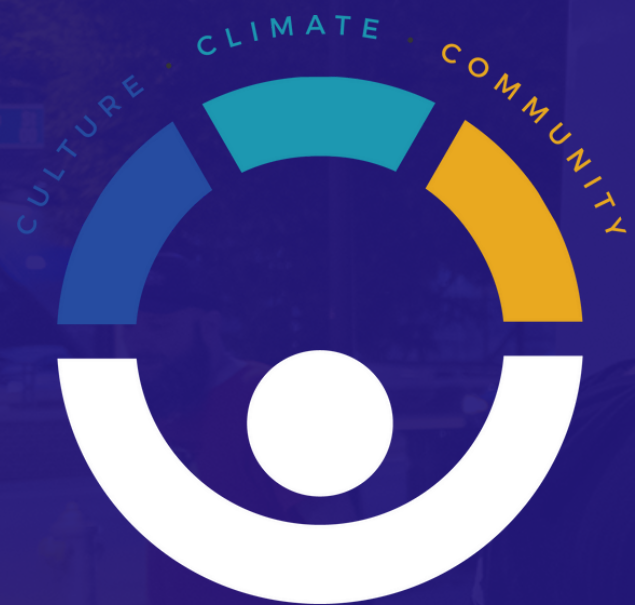
# Destination Partnership - Exhibitors

**\$10,000**

Package Includes:

- Logo recognition on the Power of Partnership website
- 10x10 booth with table and two chairs
- Four (4) registrations: One for destination representative, three for BIPOC/small business suppliers
- Ability to set/request appointments with registered buyers and press
- Wi-Fi and electricity can be ordered for an additional fee
- Sustainability toolkit





# Power of Partnership

## Stewardship Summit

**Reach out to secure your partnership**



[partner@powerofpartnerships.com](mailto:partner@powerofpartnerships.com)



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[www.powerofpartnershipsummit.com](http://www.powerofpartnershipsummit.com)