



JOSHUA TREE GATEWAY COMMUNITIES ALLIANCE

JTGCA PASSPORT TO ADVENTURE 2025 PARTNERSHIP OPPORTUNITIES



201 N. PALM CANYON DR. STE 220
PALM SPRINGS, CA 92264

www.jtgca.org/passport

PASSPORT PARTNER OVERVIEW

INTRODUCTION:

The Joshua Tree Gateway Communities Alliance Passport Partner Program is a dynamic initiative designed to support and promote local businesses while enhancing visitor experiences in the region. Through strategic partnerships, we foster community engagement, economic growth, and environmental stewardship, ensuring a sustainable future for the gateway communities surrounding Joshua Tree National Park.

PROGRAM GOALS:

The JTGCA Passport is not meant to be a novelty, but yet a dynamic tool in which to apply our four core pillars of community service.

- **Advocate** – Champion the needs and interests of local businesses, residents, and visitors to create thriving and resilient communities throughout the hi- and low-desert regions.
- **Innovate** – Develop creative solutions and programs that enhance business visibility and sustainability while enriching the visitor experience with emphasis on sustainable tourism.
- **Collaborate** – Build strong partnerships between businesses, organizations, and local leaders to foster a united and supportive community network.
- **Educate** – Provide resources and information to businesses, residents, and visitors about responsible tourism, conservation efforts, and local culture.



HOW IT WORKS:

The Passport Partner Program will connect visitors with participating local businesses, encouraging them to explore and engage with unique offerings in the area. Passports will be available for purchase or via other promotional opportunities through a variety of marketing channels. A digital VIP passport will also be available to use in conjunction with the hard-cover passport.

Businesses and other community organizations throughout the entire desert region will be encouraged to participate/collaborate independently or collectively by creating their own stamps, stickers or other unique promotions. This initiative not only incentivizes exploration but also drives traffic to local businesses, fostering economic growth and deeper community connections.

PASSPORT PARTNER BENEFITS

Benefits for Partners:

- **Increased visibility through program marketing and promotional efforts.**
- **Opportunities to engage with a broader audience of tourists and locals.**
- **Collaboration with other businesses to strengthen the regional economy.**
- **Access to educational resources and advocacy support from the Alliance.**

Through the Joshua Tree Gateway Communities Alliance Passport Partner Program, we are committed to creating a sustainable, interconnected, and thriving community—one that values innovation, collaboration, and education while advocating for the future of our region.

TO LEARN MORE, FIND US AT

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|------------------------------|--|
| THURSDAY NIGHTS | PALM SPRINGS VILLAGE FEST - Palm Springs, CA. (Thursday Nights in March from 6pm-10pm) |
| FRIDAY NIGHTS | FRIDAY NIGHTS ON PIERSON - Desert Hot Springs, CA. (Friday Nights from 5pm-9pm in March) |
| SATURDAY MORNINGS | JTGCA COMMUNITY WORKSPACE (Formerly The Lobby) 73475 Twentynine Palms Hwy - Twentynine Palms, CA. Saturday Mornings 10am-12pm in March. |

FOR MORE INFO:

www.jtgca.org/passport

Instagram: @JoshuaTreeGCA

YouTube: @JoshuaTreeGCA

PASSPORT PARTNER SPONSORSHIP OPPORTUNITIES

| Sponsorship Level | Sponsorship Amount | Benefits Included |
|--------------------|--------------------|---|
| Explorer | \$75 | <ul style="list-style-type: none"> •Business listing on the JTGCA Digital Passport app. •Social media shout-out. •Digital thank-you certificate |
| Adventurer | \$150 | <p><u>All Explorer benefits PLUS</u></p> <ul style="list-style-type: none"> •One Year Small Business Membership to JTGCA •Mention in community newsletters •5 JTGCA Passports for resale or promotional distribution. |
| Trailblazer | \$250 | <p><u>All Adventurer benefits PLUS</u></p> <ul style="list-style-type: none"> •Grayscale Stamp Logo and website listing on 5k Passport Units •Reserved booth/table at Passport events •Enhanced logo display on event materials •10 JTGCA Passports for resale or promotional distribution. |
| Pioneer | \$1,000 | <p><u>All Trailblazer benefits PLUS</u></p> <ul style="list-style-type: none"> •Full Passport Page Sponsorship with promotional message, website listing, and special recognition. •Feature in press releases related to the Passport program •Priority seating at key events •25 JTGCA Passports for resale or promotional distribution |
| Visionary | \$2,500 | <p><u>All Pioneer benefits PLUS</u></p> <ul style="list-style-type: none"> •Full Passport Page Sponsorship with promotional message, website listing, and special recognition. •Naming rights for a Passport event •Exclusive community feature story •VIP access and experiences •100 JTGCA Passports for resale or promotional distribution |
| AMBASSADOR | \$5,000 | <p><u>All Visionary benefits PLUS</u></p> <ul style="list-style-type: none"> •Logo with website on back cover of Passport •Naming rights for a Passport event •Exclusive community feature story •VIP access and experiences •200 JTGCA Passports for resale or promotional distribution |