

SPONSORSHIP PROSPECTUS 2026

Asia First. Delegate First.

Short-Term Rentals Asia (STRA) is the first dedicated regional platform empowering the short-term rental (STR) industry across Asia.

Asia First means recognising that business in this region is built on family, community, and relationships. Platforms and partnerships succeed here when they are rooted in this local fabric — not imported wholesale from elsewhere.

For sponsors, this translates into trusted access:

- **Inside Asia** → Direct connection with the fastest-growing STR markets in the world, where operators are scaling portfolios, innovating with technology, and seeking solutions that fit local realities.
- **Outside Asia** → A bridge into a complex and fragmented region that outsiders often view as 'too hard.' With STRA, you gain credibility, visibility, and an on-the-ground community to accelerate market entry and partnerships.

Delegate First means our sponsorships are designed around quality of engagement, not quantity of logos. We prioritise meaningful connections between sponsors and the decision-makers shaping Asia's STR future.

With STRA, your brand becomes part of the authentic, Asia-led voice of professional STRs, recognised across the region and beyond.

Sponsorship Framework (5 Levels)

1. Gather Connect Grow — flagship event in Bangkok (includes year-round value)
2. Year-Round Platform Sponsorships — for partners not sponsoring the flagship event
3. Channel Naming Rights — exclusive 12-month ownership of a STRA knowledge channel
4. Ancillary Sponsorships — essential services (chefs, housekeeping, staffing, maintenance, etc.)
5. Financial & Professional Services Sponsorships — insurance, accounting, legal, visas, property sales/consultancy

1. Event Sponsorship Packages – Gather | Connect | Grow 2026

Benefit	Platinum (USD \$35,000)	Gold (USD \$25,000)	Silver (USD \$12,500)	Exhibitor (USD \$6,000)
3-Year Naming Rights	■	X	X	X
Premium branding on all materials	■	■	■	■ (Booth Branding)
Speaking opportunity	■	■	X	X
VIP Networking Access	■	X	X	X
Exhibition Booth	■ Prime	■ Standard	■ Standard	■ Standard Booth
Logo on Main Stage	■ Largest	■	■	X
Feature in Pre-Event Marketing	■	■	■	■ Directory Listing
Inclusion in Post-Event Report	■	■	X	X
Complimentary Passes	10	5	3	2

2. Year-Round Sponsorship Packages (Standalone)

Benefit	Platinum (\$20K → \$15K)	Gold (\$12K → \$9K)	Silver (\$6K → \$4.5K)	Bronze (\$3K → \$2.25K)
Presence in Knowledge Hub	■ Feature Partner	■ Contributor Slot	■ Logo & Mentions	Mention Only
Art of STR Podcast	■ Feature Episode	■ Guest Participation	■ Brand Mention	Logo Mention
Art of Data Spotlight	■ Quarterly Highlight	■ Co-Branding (2x)	■ Logo in Reports	■
Database Access	■ 3 campaigns/year	■ 2 campaigns/year	■ 1 campaign/year	Listing only
Social Media & Newsletter	■ Premium Placement	■ Rotations	■ Select Posts	Listing only

3. Channel Naming Rights (Exclusive, 12-Month)

Channel	Platinum (\$25K)	Gold (\$15K)	Silver (\$7.5K)	Bronze (\$3.5K)
Knowledge Hub	Exclusive Naming Rights	Premium Content Partner	Logo Integration	Mention Only
Art of STR Podcast	Exclusive Season Sponsor	Guest Feature + Mentions	Brand Shoutout	Logo Mention
Art of Data	Exclusive Report Naming	Co-Branded Insights	Logo Placement	X

4. Ancillary Sponsorships – Essential Services for STR Operators

Benefit	Ancillary Sponsor (USD \$3,000) — Annual
Branding on Event Directory	■
Logo on Sponsor Page (Website + Prospectus)	■
Inclusion in Post-Event Report	■
Small Exhibitor Booth at Gather Connect Grow	■
Branding on Event Program	■
Ongoing Presence across STRA Channels	■
Complimentary Pass	1

5. Financial & Professional Services Sponsorships – Supporting Growth & Compliance

Benefit	Financial Services Sponsor (USD \$4,500) — Annual
Branding on Event Directory	■
Logo on Sponsor Page (Website + Prospectus)	■
Thought Leadership Mention (Pre-Event Marketing)	■
Small Exhibitor Booth at Gather Connect Grow	■
Branding on Event Program	■
Ongoing Presence across STRA Channels	■
Complimentary Passes	2