



Important dates

13th UNWTO Awards Forum

- Date: 16 January 2017 (Monday)
- Venue: Palacio Neptuno, Madrid, Spain

13th UNWTO Awards Ceremony & Gala Dinner

- Dates: 18 January 2017 (Wednesday)
- Venue: IFEMA, Madrid, Spain

Deadline to apply for sponsorship opportunities for the 13th UNWTO Awards is November 30 2016. Sponsorship proposal received after the deadline will be considered for the 14th edition of UNWTO Awards.: 30 November 2016

Co-organizer  

“The UNWTO Awards aim to honor those that everyday work for the benefit of host communities, supporting the livelihoods of local people and protecting our environment and our culture for future generations. All finalists are an example to all of us of how the principles of the UNWTO Global Code of Ethics for Tourism and the objectives set in the Sustainable Development Goals (SDGs) can inspire sustainable tourism”

UNWTO Secretary-General, Taleb Rifai

Previous sponsors
of the 11th and 12th
UNWTO Awards
for Excellence and Innovation



Sponsorship Opportunities

13 UNWTO AWARDS

For Excellence and Innovation in Tourism



Contact

For further information regarding sponsorship opportunities, please contact:

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Knowledge Network

Affiliate Members Programme
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16 & 18 January 2017



“If innovation is the spark, then knowledge is the fuel that drives tourism.

The UNWTO Awards finalists are outstanding examples of forward-thinking initiatives in sustainability, social inclusion and technology in the tourism sector, and are as such key contributors in turning tourism into a force for good across the globe, a goal we must all be deeply committed to”

UNWTO Secretary-General, Taleb Rifai



13 UNWTO AWARDS

Since its first Ceremony in 2003, the UNWTO Awards for Excellence and Innovation in tourism are held annually to highlight and promote the work of organizations and individuals around the world that have greatly impacted the tourism sector. Their achievements have served as an inspiration for competitive and sustainable tourism development and the promotion of the values of the UNWTO Global Code of Ethics for Tourism and the Sustainable Development Goals.

Every year, UNWTO receives a significant number of applications from worldwide that undergo a highly rigorous selection process by an international jury committee. The UNWTO Awards have established a strong and prestigious brand over the years and have further flourished as the flagship awards for the global tourism sector. Since its tenth edition, the UNWTO Awards has been co-hosted by FITUR- IFEMA, Spain's premier tourism trade fair.

Why become a sponsor?

By partnering with the UNWTO Awards:

- Your brand will be associated with UNWTO, the United Nations Agency responsible for the promotion of responsible, sustainable and universally accessible tourism worldwide.
- It will give you the opportunity to position your organization as a major advocate for innovative and sustainable tourism by contributing to acknowledge and broadcast the latest advances in tourism.
- Your commitment and support will be displayed and acknowledged throughout the UNWTO Communication channels, which will further highlighted during the UNWTO Awards Ceremony and the UNWTO Awards Forum.
- Exposure of the UNWTO Awards reaches far beyond the UNWTO's Member States and more than 480 Affiliate Members, stimulating international interest and media coverage expansion.

How can you contribute?

As a patron of the 13th UNWTO Awards (1 slot)

- Financial contribution for hosting gala dinner (value to be determined)
- In-kind contribution of national gastronomy and cultural performance
- Participation of the highest authority
- Maximum promotional exposure

As an official partner/sponsor of the 13th UNWTO Awards

- Premier Partner – limited 4 slots (€ 30,000)
- Partner (€ 15,000)
- Sponsor (€7,500)

Benefits	Premier Partner (30.000€)	Partner (15.000€)	Sponsor (7.500€)
Recognition as a patron for one of the Innovation Awards categories	●		
CEO congratulatory message in printed programme of the event	●		
Special Award given by CEO	●		
Speaking opportunity during the UNWTO Awards Forum (live streamed worldwide)	●		
Institutional advertisement in printed programme of the event	1/2 Page	1/4 Page	
Sponsorship of the UNWTO Awards Forum ¹	●	●	
Invitation to the Gala Dinner	8	4	2
Invitation to the UNWTO VIP welcome reception at FITUR opening ceremony	3	2	1
Special mention in the opening speech of the Gala Dinner	●	●	●
Acknowledgement in pre-event announcements	●	●	●
Logo to be included in official invitations to be sent to UNWTO Member States, Affiliate Members, Embassies, International Organizations and International and Local Media	●	●	●
Mention in all UNWTO Awards printed promotional materials	●	●	●
Mention in all UNWTO Awards electronic promotional materials including social media promotion	●	●	●
Visibility on the UNWTO Awards website (including hyperlink to your company's website)	●	●	●
Acknowledgement with logo on cover or inside page of the programme and the backdrop at the stage	●	●	●
Free display of the institution's promotional material on a designated information desk of the event	●	●	●

Additional sponsorship opportunities

- Associated costs and menus selection will be agreed upon with UNWTO
- Option to provide cultural entertainment act subject to the agreement with UNWTO

UNWTO Awards Forum (200 invitees)	Two coffee-breaks Networking cocktail
UNWTO Awards Ceremony & Gala Diner (350 invitees)	Welcome cocktail After-event networking cocktail

¹. The UNWTO Awards Forum is held to highlight and disseminate the best practices carried out by the winners of the UNWTO Awards as well as other leaders of innovation in tourism.