



UNWTO INTERNATIONAL FORUM

The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the SDGs¹

SPONSORSHIP OPPORTUNITIES

Madrid, 8 November 2017

Why become a sponsor?

By partnering with the **UNWTO International Forum – The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the SDGs:**

- 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 human rights and the SDGs by contributing to awareness creation and acknowledgement of human rights and the SDGs in tourism.
- Your commitment and support will be displayed and acknowledged throughout the UNWTO Communication channels and will be further highlighted throughout the project and forum as well as on the talent development platform.
- You will gain exposure that reaches far beyond the UNWTO's Member States and more than 500 Affiliate Members, stimulating international interest and the expansion of media coverage.
- Your organization will be recognized as a proponent of higher education and talent development of university students with dissemination through international university associations and networks.
- You will play a vital role in disseminating and promoting the values of human rights and sustainable development amongst youngsters, who ultimately represent the future of our world
- You will achieve positioning as a main driver of innovation and knowledge in tourism and sustainable tourism development

¹ This is a working document. The title is still to be decided





- As this is the first Forum of its kind, you will have the opportunity to be part of a pioneering and unique project from the very beginning

How can you contribute?

Diamond: €50.000

Gold: €10.000

Silver: €5.000

Bronze: €2.500



BENEFITS FOR COLLABORATORS

DURING THE CAMINO DE SANTIAGO	Diamond €50.000	Gold €10.000	Silver €5.000	Bronze €2.500
Logo to be included in the Responsible Traveller Kit	*	*	*	*
Logo to be included in the official signage	½ page	¼ page		
Mention in the official blog	*			
Logo to be included on the clothing of the participants	*	*		
Logo to be included on the support vehicles	*	*	*	
During the project, one stage of the Camino de Santiago will be named after the company	*			
WELCOME TO SANTIAGO DE COMPOSTELA	Diamond €50.000	Gold €10.000	Silver €5.000	Bronze €2.500
Logo to be included at the reception and welcoming	*	*	*	*
Mention in official invitations to be sent to UNWTO Member States, Affiliate Members, Embassies, International Organizations and International and Local Media	*	*	*	
Special Award given by CEO	*			
SPONSORS OF THE INTERNATIONAL FORUM	Diamond €50.000	Gold €10.000	Silver €5.000	Bronze €2.500
Acknowledgement with logo on cover or inside page of the programme and the backdrop of the stage of the Forum	*	*	*	*



Institutional and corporate advertisement in printed programme of the Forum	½ page	¼ page		
CEO congratulatory message in printed programme of the event	*			
Special mention in the opening speech of Forum	*	*	*	
Visibility on the project's website (including link to your company's website)	*	*	*	*
Acknowledgement and logo to be included in pre-event announcements	*	*	*	*
Mention in all printed and electronic promotional materials, including social media promotion	*	*	*	*
Mention in official invitations to be sent to UNWTO Member States, Affiliate Members, Embassies, International Organizations and International and Local Media	*	*	*	
Free display of the institution's promotional material on a designated information desk of the Forum	*	*	*	*