

EAST COAST USA

SPONSORSHIPS

Australia/New Zealand Sales Mission
August 4 – 13, 2023



1.5M

**FORECASTED
VISITORS BY 2025**



69%

**LIKELY TO VISIT US
WITHIN TWO YEARS**



\$10K

**PLANNED SPENDING
ON NEXT TRIP**



AIR NEW ZEALAND

LAUNCH: SEPTEMBER 2022



QANTAS

LAUNCH: JUNE 2023

Destination DC, Meet Boston and Philadelphia Convention and Visitors Bureau are leading a sales and media mission to one of our top markets: Australia and New Zealand. This is an opportune time to be in market as Air New Zealand and Qantas have new direct flights to the region from Auckland.

Join the three organizations to promote the East Coast USA brand started in 2014. Meet with leading tour operators, travel agencies, media and consumers. This mission will be complemented by B2B and Media Marketplaces, VIP Client Events, and a Consumer Activation.

PROGRAM SCHEDULE

AT-A-GLANCE

FRIDAY, AUGUST 4 – SUNDAY, AUGUST 6: FLIGHTS/ARRIVALS

- Participant arrivals to New Zealand
- *Possible Auckland consumer activation (not yet confirmed)*

MONDAY, AUGUST 7: AUCKLAND

- AM: Media Marketplace
- Lunch: CEO Lunch Event
- PM: B2B Appointments
- Evening Client Event

TUESDAY, AUGUST 8: AUCKLAND TO MELBOURNE

- AM: CEO Retreat/Meetings
- PM: Travel to Melbourne

WEDNESDAY, AUGUST 9: MELBOURNE

- AM: Media Marketplace
- Lunch: CEO Lunch Event
- PM: B2B Appointments
- Evening Client Event

THURSDAY, AUGUST 10: SYDNEY

- AM: Travel to Sydney
- Evening Client Event

FRIDAY, AUGUST 11: SYDNEY

- AM: Media Marketplace
- Lunch: CEO Lunch Event
- PM: B2B Appointments

SATURDAY, AUGUST 12 - SUNDAY, AUGUST 13: DEPARTURES

- *Possible Sydney activation (not yet confirmed)*

SPONSOR PACKAGES

Sponsor packages do not include travel costs

	\$15,000 Partner	\$7,500 Partner
MARKETING		
Logo inclusion in all pre, during and post trip communications to include invitations, newsletters, sales materials, etc.	*	
Name recognition inclusion in all pre, during and post trip communications to include invitations, newsletters, sales materials, etc.		*
Inclusion in press relations activities, as appropriate	*	*
Inclusion in social media (in-market calendar to be developed prior and during the sales mission)	*	*
Logo inclusion in post event digital and print materials marketed to event database	*	
Name recognition in post event digital and print materials marketed to event database		*
GENERAL EVENT RECOGNITION		
Inclusion in all event signage	*	*
Inclusion on produced event collateral	*	*
Opportunity for collateral and/or promotional giveaway	*	
EVENING EVENT RECOGNITION		
Inclusion in all signage and collateral	*	*
Opportunity to be included in event video	*	*
Opportunity to activate brand at the event	*	
CONSUMER ACTIVATION RECOGNITION		
Inclusion in all promotional marketing materials	*	*
Opportunity to activate brand at the event (may include mini pop-up, prizes, giveaways, etc. at an additional cost)	*	
CEO RETREAT		
One representative allowed to attend retreat	*	
CO-OP BENEFITS (VALUED AT \$2,500)		
One representative included in program events (B2B Marketplace/Media Marketplace/VIP Client Event/Consumer Activation)	*	*
Additional representative registration fee at no additional cost	*	

EAST COAST USA

TO LEARN MORE, OR TO BECOME A SPONSOR, CONTACT:



Lindsay Hill

Associate Director, Tourism Sales

Lindsay@washington.org | 202-789-7088



Sarah Dale

Partnership Development Manager and
Advertising Sales Manager

SDale@meetboston.com | 857-301-5850



Miriam Chovanec

Senior Global Tourism Sales Manager

Miriam@discoverphl.com | 215-636-3312