

An aerial photograph of the Fort Worth skyline at sunset. The sky is a warm orange and yellow. Several skyscrapers are visible, including the Bank of America Tower and the Hilton Hotels Tower. In the foreground, the large, circular, white-roofed AT&T Stadium is prominent. The city streets are lit up with streetlights, and cars are visible on the roads. The 'Visit Fort Worth' logo is overlaid in the center of the image.

 VISIT  
FORT WORTH





# 2023 REACH

## Over 880 people attended the 2023 Annual Meeting

- Annual Meeting Video Invite Email

- Recipients: 82,124
- Total Opens: 38,489
- Total Click throughs: 1,431

- SOLD OUT Email

- Recipients: 269
- Total Opens: 619
- Total Clicks: 41

- Recap Email

- Recipients: 138
- Total Opens: 248
- Total Clicks: 33







# 2023 SOCIAL IMPACT

**Facebook and Instagram**

**Impressions: 31,001**

**Engagement: 14,936**

**YouTube**

**Invite Views: 1,200**

**Recap Video: 636**





# SOCIAL MEDIA FOLLOWERS

Instagram : 97,900 (and growing!)

Facebook : 131,000

Twitter: 52,300

YouTube: 1,900



visitfortworth [Follow](#) [Message](#) [+8](#) [...](#)

3,346 posts 97.9K followers 1,000 following

Fort Worth

📍 29,655,814

Your ultimate guide to Fort Worth, TX.

📺 @filmfortworth

🎵 @hearfortworth

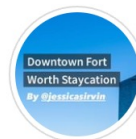
🏆 @visitaftworth

🏆 @fortworthsports

🐾 @fortworthherd

🔗 [linkin.bio/visitfortworth](https://linkin.bio/visitfortworth)

Followed by yumyum\_letseat, foodie\_munster, fourdayweekendcomedy + 40 more



Staycations



IG Takeovers



Food



Tours



Breweries



Districts



Herd





# 2023 RECAP







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# 2024 ANNUAL MEETING

**Date: February 15, 2023**

**Location: Fort Worth Convention Center**

**Theme: All Together Now!**





# PRESENTING SPONSOR

**Table for 8 in premium location**

**Seat at the Visit Fort Worth Head Table**

**Logo on all marketing materials prior to event and in prominent location on all eblasts**

**Logo included on step and repeat on site (photo opportunity) and listed prominently on sponsor boards**

**Recognition from stage before presentation**

**Recognition on social media platforms, with appropriate tags**

**Special announcement of 2024 theme and Keynote Speaker prior to others**

**\$25,000 - SOLD**





# KEYNOTE SPEAKER

## **Platinum Sponsor:**

Table for 8 in premium location

Logo on all marketing materials prior to event and onsite at event

Recognition from stage before keynote presentation

Logo will be included with “keynote presented by” on all eblasts, on video invite and on recap email

Recognition on social media platforms

Possible encounter with keynote speaker

First to know 2024 Keynote Speaker

**\$10,000**





# HOSPITALITY AWARD

## **Platinum Sponsor:**

**Table for 8 in premium location**

**Logo on all marketing materials prior to event and onsite at event**

**Recognition from stage before hospitality award presentation**

**Logo will be included in all eblasts, on video invite and on recap email in prime location**

**Recognition on social media platforms**

**First to know 2024 Hospitality Award Honoree**

**\$7,500**





# BEYOND AWARD

## **Platinum Sponsor:**

**Table for 8 in premium location**

**Logo on all marketing materials prior to event and onsite at event**

**Recognition from stage before beyond award presentation**

**Logo will be included in all eblasts, on video invite and on recap email in prime location**

**Recognition on social media platforms**

**First to know the 2024 Beyond Award Honoree**

**\$7,500**





# CENTERPIECE SPONSOR

## **Platinum Sponsor:**

**Table for 8 in premium location**

**Logo on all marketing materials prior to event and onsite at event**

**Logo will be included in all eblasts, on video invite and on recap email in prime location**

**Recognition on social media platforms**

**Logo on every centerpiece at the Annual Meeting (around 100 plus tables)**

**\$7,500**





# DJ SPONSOR

## **Platinum Sponsor:**

**Table for 8 in premium location**

**Logo on all marketing materials prior to event and onsite at event**

**Logo will be included in all eblasts, on video invite and on recap email in prime location**

**Recognition on social media platforms**

**Logo around DJ and on DJ platform when performing**

**\$7,500**





# GOLD LEVEL SPONSORS

## LOBBY EXPERIENCE

Table for 8 in premium location

Logo on all marketing materials prior to event and onsite at event

Logo included around lobby experience

Logo will be included in all eblasts, on video invite and on recap email in prime location

Recognition on social media platforms

**\$5,000**





# GOLD LEVEL SPONSORS

## **PARKING**

Table for 8 in premium location

Logo on all marketing materials prior to event and onsite at event

Logo included at parking validation table

Logo will be included in all eblasts, on video invite and on recap email in prime location

Special logo inclusion on Know Before You Go email when mentioning parking

**\$5,000**





# GOLD LEVEL SPONSORS

## **VALET**

Table for 8 in premium location

Logo on all marketing materials prior to event and onsite at event

Logo included at valet area of event

Logo will be included in all eblasts, on video invite and on recap email in prime location

Special logo inclusion on Know Before You Go email when mentioning valet

**\$5,000**





# TABLE SPONSORS

## **SILVER TABLE**

**Table for 8 in prime location**

**Logo on all marketing materials prior to event and onsite at event**

**Logo will be included in all eblasts, on video invite and on recap email in prime location**

**\$3,000**





# TABLE SPONSORS

## **BRONZE TABLE**

**Table for 8 in prime location**

**Name on marketing materials prior to event and onsite at event**

**Recognition from stage before keynote presentation**

**Name will be listed on all eblasts, in video invite and on recap**

**\$2,000**





# TABLE & INDIVIDUAL TICKETS

**TABLE PURCHASE FOR 8:**

**\$817**

**INDIVIDUAL TICKET:**

**TABLE**

**\$75**



# 2024 SURPRISE!

## GOLDEN TICKET

Tickets will be gifted to guests highlighting local businesses across the community through different deals and offers that will be available from February 15 through February 22 to encourage Fort Worth Residents to be tourists in their own town

Logo at the top of the “Golden Ticket” landing page

Logo included on the Golden Ticket at the event

Recognition from the stage