



UNWTO Awards
for Excellence and Innovation in Tourism

Sponsorship Opportunity

2014 – 2015 edition





UNWTO Awards for Excellence and Innovation in Tourism

The power of tourism as a driver of economic growth, a tool for development and a generator of employment reached important milestones in recent years thanks to many hidden pioneers and visionaries who are building today's tourism sector. The UNWTO Awards recognize these prominent leaders for their excellence and innovative achievements, which have made a difference in many people's lives and in the future of tourism.

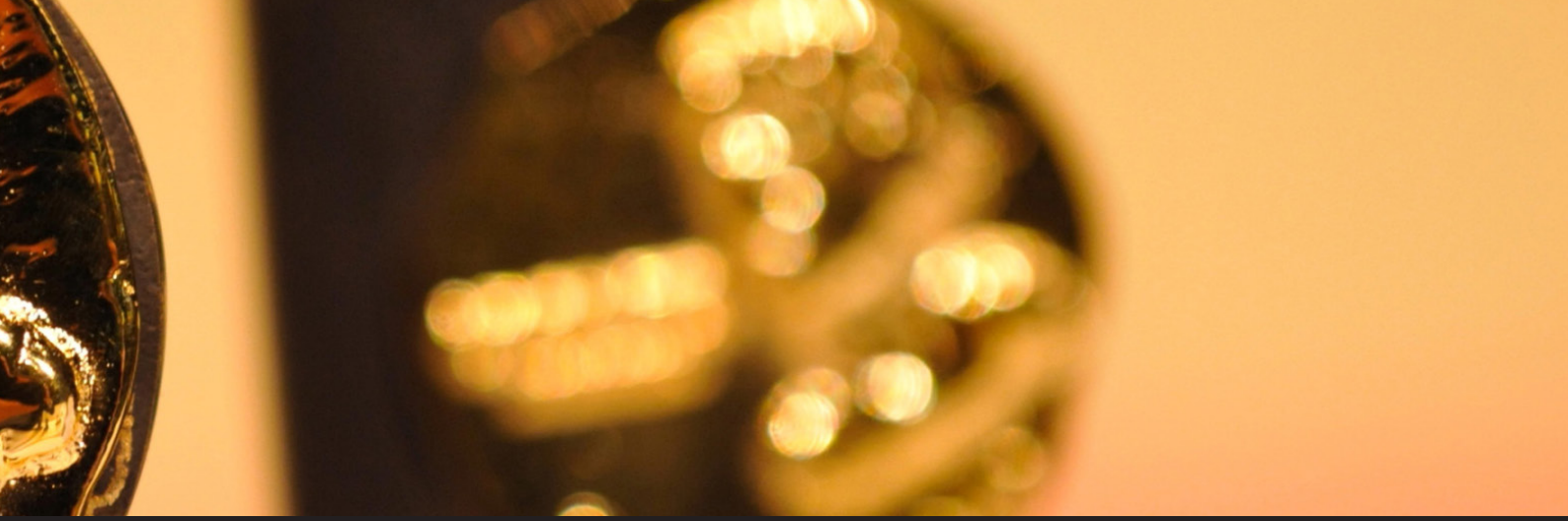
Since 2003, UNWTO has acknowledged and awarded the contribution of distinguished scholars, the UNWTO Ulysses Prize Laureates, as well as more than sixty institutions - public, private and NGOs - for their innovative tourism initiatives. Their achievements serve as an inspiration for competitive and sustainable tourism development at the local, national, regional and international levels. The contributions of the awardees are in line with the policies, priorities and Programme of Work of UNWTO, as well as with the Global Code of Ethics for Tourism and the United Nations Millennium Development Goals.

Why become a sponsor?

The UNWTO Awards have established a strong and prestigious brand within the global tourism sector and will further flourish with newly introduced categories, including the UNWTO Award for Lifetime Achievement, and the UNWTO Ulysses Award for Innovation in Research and Technology. The outreach of the UNWTO Awards spans much beyond UNWTO's 156 Member States and more than 400 Affiliate Members, stirring international interest and global media coverage.

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 an 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 Awards Ceremony and the UNWTO Awards Symposium.



UNWTO Awards: Categories

The UNWTO Awards for Excellence and Innovation in Tourism have six different categories, two for individuals and four for specific tourism initiatives:

The UNWTO Ulysses Prize for Creation and Dissemination of Knowledge is awarded to a distinguished scholar for his/her outstanding contribution to create and disseminate innovative knowledge in tourism.

The UNWTO Award for Lifetime Achievement is conferred to recognize an individual with visionary leadership and his/her significant contribution throughout his/her career as an inspirational role model.

The UNWTO Ulysses Awards for Innovation are granted to innovative tourism initiatives, which are both competitive and sustainable. The awardees are highly inspirational and have made a significant impact on the tourism sector which can be replicated. There are four categories under the UNWTO Ulysses Awards for Innovation:

- **UNWTO Ulysses Award for Innovation in Public Policy and Governance**
- **UNWTO Ulysses Award for Innovation in Enterprises**
- **UNWTO Ulysses Award for Innovation in Non-Governmental Organizations**
- **UNWTO Ulysses Award for Innovation in Research and Technology**

The UNWTO Ulysses Awards demonstrate the Organization's recognition of the awardees' exceptional achievement. However, UNWTO is neither financially nor legally responsible for the entities, initiatives or individuals receiving the awards.

UNWTO Awards: Ceremony

UNWTO in collaboration with IFEMA|FITUR, a leading partner of the UNWTO Awards, organizes the UNWTO Awards Ceremony within the framework of FITUR, Spain's premier tourism trade fair, held on the last week of January in Madrid, Spain. The event consists of a formal awarding ceremony, followed by a gala dinner. The Awardees present their achievements at the UNWTO Awards Symposium. At the Symposium, other relevant keynote speeches and presentations are delivered to augment on the awardees' innovation in tourism



2013 UNWTO AWARDS

Madrid, 22 January 2014

2013 UNWTO AWARDS



Sponsorship Packages

Sponsorship opportunities are available in different levels of involvement. In addition, institutions part of the UNWTO Knowledge Network may apply for a special sponsorship opportunity in recognition of their active collaboration with UNWTO.

Benefits	Patron (30.000€)	Premier Partner (€15.000)	Partner (€7.500)
Acknowledgement with logo on cover or inside page of the programme and the backdrop at the stage	●	●	●
Institutional advertisement in printed programme of the event	One full page	½ page	¼ page
CEO written message in printed programme of the event	●		
Special mention in the opening speech of the Gala Dinner (Gala Dinner Co-sponsor)	●		
Visibility on the UNWTO Awards website (including link to your company's website)	●	●	●
Acknowledgement in pre-event announcements	●	●	●
Mention in all UNWTO Awards printed and electronic promotional materials	●	●	●
Mention in all invitations	●	●	●
Special Award giving by CEO	●		
Recognition as a patron for one of the Ulysses Awards categories	●		
Sponsorship of the UNWTO Awards Symposium	●	●	
Invitation to the Gala Dinner	8	4	2
Free display of the institution's promotional material on a designated information desk of the event	●	●	●
Invitation to the UNWTO VIP welcome reception at FITUR opening ceremony	3	2	1

1. The UNWTO Awards Symposium 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.

Other Sponsorship Opportunities

<p>Welcome Reception</p>	<p>5.000€</p>	<ul style="list-style-type: none"> • Name stands on each station • Branding in the hall • Complimentary gala dinner invitations (2) • Sponsorship acknowledgement in printed and electronic materials • Invitation to the UNWTO VIP welcome reception at FITUR opening ceremony
<p>Special support for the UNWTO Awards Symposium for the advancement of tourism research (Exclusive sponsorship opportunity for the UNWTO Knowledge Network Community)</p>	<p>2.500€</p>	<ul style="list-style-type: none"> • Acknowledgement with logo on cover or inside page in the programme and the stage backdrop • Mention in selected UNWTO Awards printed and electronic promotional materials • Sponsorship of the UNWTO Awards Symposium • One invitation to the Gala Dinner • One invitation to the UNWTO VIP welcome reception at FITUR opening ceremony

Contact

For further information regarding sponsorship opportunities, please contact:

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The World Tourism Organization is the United Nations agency for the development of responsible, sustainable and universally accessible tourism. As the leading international organization in this field, UNWTO promotes tourism as a driver of economic progress, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

The UNWTO Knowledge Network is an inclusive Community of Knowledge within the UNWTO Affiliate Members Programme where knowledge generators, policy makers and practitioners proactively participate in sharing, accessing relevant resources and interacting to stimulate the creation, dissemination and application of knowledge in tourism, playing a prominent role in shaping the future of the tourism sector. It is composed of a diverse array of organizations and enterprises with a demonstrated research competency and extensive experience in tourism development and innovation. The UNWTO Knowledge Network is responsible for organization the UNWTO Awards for Excellence and Innovation in Tourism.