



Sponsorship *Proposal* 2025

Empowering Education and Sustainability in the
Travel Industry



GBTA Global Business
Travel Association



Table of contents

01 About GBTA SA



02 Sponsorship Opportunities



03 Options for 2025



04 Commitment to Sustainability



05 Contact Information



About us

The Global Business Travel Association Southern Africa (GBTA SA) is a leading Not-For-Profit organisation dedicated to advancing the business travel industry. We are committed to educating travel professionals, fostering beneficial relationships, and promoting sustainability within the industry. This proposal outlines an exciting opportunity for a strategic partnership that will support our mission to educate and encourage sustainability, while creating awareness of the environmental impact of travel.

GBTA SA is a registered Section 21 company that operates through revenue generated from strategic marketing partnerships, membership fees, educational workshops, and research projects.

We are a travel buyer-led community that seeks to empower both the buyer and supplier communities through a series of relevant and strategic educational events.

Our goal is to deliver content-driven initiatives that attract and engage the greater community, drawing them to our platforms and thereby attracting our partner community.

Through this collaborative effort, we aim to create a future that best suits our members and the broader travel industry.



GBTA

**Global Business
Travel Association**

Sponsorship
**Opportunities and
Options**

Sponsorship *Opportunities*

Benefits

We invite you to join us as a strategic partner in our mission to foster a culture of environmental responsibility and sustainability within the business travel sector. By sponsoring GBTA SA, you will benefit from



Brand Visibility

Your brand will be prominently displayed at our events, on our website, and in our communications, reaching a wide audience of industry professionals.



Thought Leadership

Position your organization as a leader in sustainability by contributing to our educational content and participating in panel discussions and workshops.



Networking Opportunities

Engage with key stakeholders, including travel buyers, suppliers, and industry experts, to build meaningful relationships and explore new business opportunities.



Corporate Social Responsibility

Showcase your commitment to sustainability and environmental stewardship, enhancing your corporate image and reputation.





Sponsorship Options for 2025

Bundled Package - Gold

R 60 000

- Guest speaker on one of the “Conversations That Count” meetings
- Brand prominence pre conference, during and post the event
- Global GBTA Membership for 2 employees (annual membership)
- Conference 2 x delegates
- Conference 4 x buyer delegates
- Full page advert in the conference brochure
- Conference guest participation on Panel/Session (Spotlight own topic)
- Training for 2 delegates (GBTA curriculum)
- 20 social media posts value commencing signature date to August 2026
- Exclusivity to host one networking event in 2025

Bundled Package - Silver

R 40 000

- Guest speaker on one of the “Conversations That Count” meetings
- Brand prominence pre conference, during and post the event
- Global GBTA Membership for 2 employees (annual membership)
- Conference 1 x delegates
- Conference 4 x buyer delegates
- Full page advert in the conference brochure
- 10 social media posts value commencing signature date to August 2026





Sponsorship Options for 2025

Conference

GBTA SA has enjoyed a series of very successful conferences over the years and the intention is to continue that legacy. The plan for 2025 is to host an in-person conference in the fourth quarter which will comprise of a notable speaker line-up as well as the branding opportunities and visibility or video slots. With the virtual platforms evolving as successfully as they do, we believe we will have the opportunity to introduce global opinion leaders in our field as well.

Creating Brand Awareness

R 15 000

Use this 20-minute session to showcase your brand creating awareness about products you offer and engaging the attendees. Your brand will be promoted in the pre and post conference material as well as branding at the conference.

Registration

R 25 000

This highly visible branding opportunity affords you the chance to brand the lanyards and name badges with your logo which the delegates will wear throughout the conference.

Strategically placed staff at the registration desk and at entry to the conference room is a sure way of introducing and networking with the arriving guests. The choice to include registration bags or other novel handouts at the table, is yours.





Sponsorship Options for 2025

Sponsor a Speaker

R 20 000

Memorable Keynote Speakers at a conference are a sure way to help make the event a success and aligning your brand with that speaker provides valuable visibility for your brand. This highly visible sponsorship reinforces your support of the business travel industry and connects your brand to GBTA as an industry Thought Leader. Sourcing the speaker and the content will have to align with the conference and will be subject to board approval.

If you wish to sponsor a speaker sourced from a speaker bureau, the price will be in accordance with fees quoted.

Sponsor a Session

R 15 000

Experience has proven that our audience finds great value in industry related sessions. Hearing from key decision leaders about new developments as well as guiding the audience through current challenges is relevant and informative. The program we are planning for Conference 2025 will include panel discussions and the opportunity for our sponsors is to host and participate in this forum.

Refreshment Break

R 12 500

We all know that most of the networking takes place when we break for refreshments. These opportunities will be supported by time for a sponsor's message either before or after the respective break.





Sponsorship Options for 2025

Visibility Video

R 10 000

A 3 minute video to create brand awareness. The video will be broadcast at a suitable time to create the best impact.

Sponsor a Dinner

R 45 000

Dinner based on 100 people including wine and soft drinks. These evenings are always an opportunity to address the audience in an informal setting and the sponsor would have the opportunity to “say a few words”.

*Entertainment for the evening can be added and costs will be extra.

Sponsor a Lunch

R 30 000

This is an opportunity to promote your brand at this networking lunch. You would have the opportunity to address the delegates before the lunch and your promotional material will be placed on the delegate table after lunch.

Table Drop or Room Drop

R 4 500

This is an opportunity to place your promotional gift to the delegates either on the table after a break or have your gift delivered to their room after the first day of the conference.



A grayscale photograph of an airport terminal with large glass windows and silhouettes of people. A large, semi-transparent number '2' is overlaid in the center. The text 'Our Commitment to Sustainability' is centered over the number '2'.

Our Commitment to Sustainability

Our Commitment to Sustainability

Recognising the significant environmental footprint of meetings and events, GBTA is committed to tracking, managing, and reducing emissions to address and mitigate the environmental impact associated with our activities. We are proud supporters of the Net Zero Carbon Events (NZCE) initiative, a worldwide effort to address climate change within the events industry.

Measure

Understanding our environmental impact is the first step toward meaningful change. Since 2022, we have been measuring and tracking the emissions from our conventions. These calculations guide our decision-making, allowing us to identify emission hotspots, set reduction targets, and implement strategies to mitigate our environmental footprint.

Action

GBTA is dedicated to fostering accountability and driving sustainable practices within the business travel sector. Our initiatives include educational workshops, research projects, and strategic partnerships aimed at promoting sustainability and reducing the environmental impact of travel.

We are excited about the possibility of partnering with your organisation to advance our shared goals of education, sustainability, and environmental awareness within the travel industry. Together, we can create a more sustainable future for business travel. We look forward to discussing this opportunity further and exploring how we can work together to achieve success.

Thank you for considering this proposal. We look forward to the opportunity to collaborate and make a positive impact on the industry and the environment.



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