



# GLOBAL GUIDE SUMMIT 2022 SPONSORSHIP OPPORTUNITIES

POWERED BY:



GLOBAL  
GUIDE  
ALLIANCE



# Sponsorship Packages

	Bronze- \$500USD	Silver- \$2,000USD	Gold- \$3,000USD	Tour Sponsor Add On- \$600USD
Complimentary conference ticket.	X	X	X	
Logo on our sponsor page.	X	X	X	
Feature of your video or photo advertisement throughout conference.	X	X	X	
Business profile* that can be accessed before, during, and after the summit.	X	X	X	
One exclusive session sponsorship; "This session is presented by: X"		X	X	
Option to open session with MC.		X	X	
A dedicated email feature on your company.			X	
Logo featured prominently with other Gold sponsors.			X	
Branding on after-hours tour promotion.				X
Exclusive branding on four tour "This tour is presented by: X"				X

*\*If you are a tour operator you can opt for the Enhanced Business Profile instead which is where all the tour operators will be listed.*



# THE GLOBAL GUIDE ALLIANCE EMPOWERS AND ADVOCATES FOR LOCAL TOUR GUIDES AROUND THE WORLD THROUGH...

## 01

### **Advocacy**

While it's undeniable that guides are the most important part of any tour, they rarely have representation in the larger industry where decisions, which often effect them directly, are made.

## 02

### **Community**

Through our programming we aim to get guides together, either in person or virtually, so that they can forge relationships and business connections.

## 03

### **Education**

We create and promote learning opportunities for guides to continually improve their craft and industry knowledge. Guides should be at the forefront, pushing for innovation as the larger travel industry evolves.



The **Global Guide Summit** is the only conference catering to **the entire tour guiding sector.**

Including walking tour guides, tour directors, multi-day leaders, museum docents, trekking guides, etc...

**We have much more in common than we think,  
and the skill sharing is incredibly more rich.**

# **2 EDUCATION DAYS** **1 RECRUITMENT DAY** **+ AFTER-HOURS SOCIAL EVENTS**



**Thought-stirring  
keynote speakers and  
experts.**



**Top notch tours  
exhibiting the latest in  
virtual experience  
innovation.**



**Live workshops &  
panels with real guides  
working out real  
challenges with  
industry veterans.**



**"Get to know the Tour  
Operator" sessions with  
both local and global  
operators.**



# "GuideWeek 2021"\*

- **400+ tickets purchased**
- **678 session recording views**
  - Views & rewatches that took place after the live conference ended.
- **Top Sessions viewed:**
  - Website Makeover
  - Designing Fresh, Immersive Tours
  - Booking Platforms Explained
  - Evita Turquoise Robinson Keynote
- **88 Attendee NPS Feedback Score**

*\*"GuideWeek" will now be named the Global Guide Summit.*





# ATTENDEE DEMOGRAPHICS & INTERESTS

## Popular topics included:

- Learning about the larger travel industry
- How to create, market and run tours
- Modernizing their tour delivery techniques (more storytelling & experience-creation)

**Majority of attendees were from North America and Europe**, however we had attendees from all over the world including Japan, India, Chile, the Kingdom of Bahrain, and more.

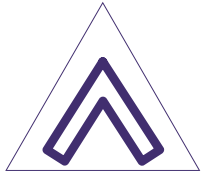


## FROM OUR ATTENDEES

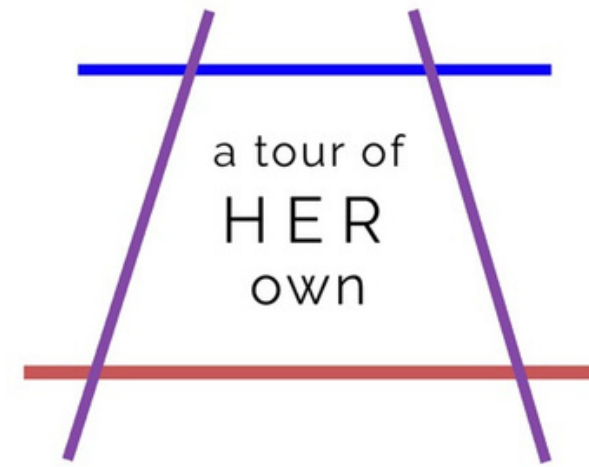
"[the conference] extended my understanding of the tour guiding community and gave me great encouragement during these often discouraging pandemic days. Thank you so very much for the great work you did. It was remarkable what you were able to pull together and present so well!"

"Finally, a quality event for and by the guiding community that does not discriminate by the type of guiding we do or the companies we work for!...Weeks later, I'm still benefitting from the learnings and networkings I gained during the event."

"[the conference] exceeded my expectations: meeting fellow colleagues from other countries, sharing, and learning so much from the invited speakers, all of it gave my imagination and creativity a boost... feel more confident on exploring new ideas and making wiser choices for my future and use of my time."



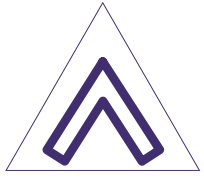
**Some of last  
year's  
sponsors...**



peek



*indie*



...and industry participants.





# Sponsorship Packages

	Bronze- \$500USD	Silver- \$2,000USD	Gold- \$3,000USD	Tour Sponsor Add On- \$600USD
Complimentary conference ticket.	×	×	×	
Logo on our sponsor page.	×	×	×	
Feature of your video or photo advertisement throughout conference.	×	×	×	
Business profile* that can be accessed before, during, and after the summit.	×	×	×	
One exclusive session sponsorship; "This session is presented by: X"		×	×	
Option to open session with MC.		×	×	
A dedicated email feature on your company.			×	
Logo featured prominently with other Gold sponsors.			×	
Branding on after-hours tour promotion.				×
Exclusive branding on four tour "This tour is presented by: X"				×

*\*If you are a tour operator you can opt for the Enhanced Business Profile instead which is where all the tour operators will be listed.*

# Interested in sponsoring?

Email us: [team@globalguidealliance.com](mailto:team@globalguidealliance.com)

POWERED BY:



GLOBAL  
GUIDE  
ALLIANCE