



WE ARE
ONE.



ONE WEST
TOURISM ALLIANCE

2025

Partner Guide to Membership & Sponsorship

DISCOVER THE VALUE OF YOUR MEMBERSHIP & SPONSORSHIP



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About Us

UNITED IN STRENGTH: ONE WEST TOURISM ALLIANCE

The One West Tourism Alliance represents over 150 destination marketing organizations (DMOs) and industry partners from across the Western United States. Our alliance is dedicated to enhancing the effectiveness of our members through innovative marketing strategies, comprehensive resources, and a commitment to shared growth. We stand united, harnessing our collective strength to shape the future of destination marketing.

EMPOWERING WESTERN DESTINATIONS TOGETHER

At One West, we believe in the power of unity and collaboration. Our alliance supports DMOs by providing cutting-edge educational programs, valuable research, and a platform for networking and mutual support. By working together, we advance our shared goals, empowering each member to achieve excellence in promoting their unique destinations.

ONE VISION, ONE VOICE: THE FUTURE OF WESTERN TOURISM

One West Tourism Alliance is more than a rebrand—it’s a movement towards a unified identity for Western destinations. We offer a wealth of resources and opportunities to our members, fostering a spirit of inclusivity and collective progress. Through our efforts, we aim to enhance the visibility and success of Western tourism, creating lasting impacts for communities and visitors alike.



DESTINATION MEMBERSHIP BY BUDGET SIZE

BUDGET	MEMBERS
\$0 to \$499,999	23
\$500,000 to \$999,999	34
\$1 Million to \$2.5 Million	56
\$2.5 Million to \$5 Million	24
\$5 Million to \$10 Million	14
More than \$10 Million	12



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Benefits

NETWORKING OPPORTUNITIES

Get ready to make connections that count! As a Partner Member, you'll have access to Destination Marketing Organizations (DMOs) from around the West. Mingle with industry trailblazers, sharing fresh ideas, and finding new ways to elevate the travel experience together. Whether it's through dynamic events, insider discussions, or virtual meetups, our networking opportunities aren't just about handshakes—they're about building real partnerships that can take your business (and the whole tourism industry) to the next level!

PARTNER DIRECTORY LISTING

Showcase your business to Western DMO's! As a Partner Member, you'll score a premium spot in our exclusive Partner Member Directory—a go-to resource for DMOs looking for top-notch collaborators. This isn't just any listing; it's a front-row seat to connect with industry leaders who are eager to work with partners like you. Think of it as your VIP pass to be discovered by key players in tourism and hospitality, all ready to team up and make big things happen!

EDUCATION AND TRAINING

As a Partner Member, you're not just joining an association—you're gaining access to a world of expert-led education and training! Dive into workshops, webinars, and masterclasses designed to keep you at the cutting edge of the travel and tourism industry. From mastering the latest marketing strategies to understanding emerging trends, you'll have all the tools you need to grow, adapt, and thrive. It's like having a personal toolkit for success, for you and your business!

COMMITTEES & TASK FORCES

Jump into the action! Partner Members are invited to be more than just participants—you can actually shape the future of our industry by joining committees and task forces. From tackling big challenges to brainstorming innovative solutions, your voice can make a real impact. Plus, with our newly launched Partner Advisory Council, you'll have a direct line to help steer the vision and direction of our association. This is your chance to be part of the inner circle, connect with like-minded leaders, and leave your mark on tourism's next big moves!

PROMOTIONAL OPPORTUNITIES

Ready to put your business in the spotlight? As a Partner Member, you'll unlock exclusive promotional opportunities designed to get you noticed! Imagine your brand showcased front and center to a network of tourism leaders and decision-makers. Whether it's through featured spots, shoutouts, or special campaigns, we're here to help you stand out in all the right ways. It's like having a megaphone to reach the very people who want to partner up and make things happen!

DISCOUNTED PRICING

Get ready to save big on epic industry events! As a Partner Member, you'll score exclusive discounts on summit registrations, making it easier to dive into the latest trends, connect with top industry DMO's, and soak up valuable insights—without breaking the bank. Think of it as VIP pricing on our can't-miss gatherings, all designed to help you level up and make unforgettable connections.

Ready to Join a Thriving Tourism Network?

Our Partner Membership welcomes suppliers, vendors, and innovators in travel, tourism, hospitality, and destination marketing. As the only association laser-focused on destination organizations in the Western U.S., a membership with One West plugs you into a vibrant community of nearly 200 DMO members. [Visit onewesttourism.org](https://onewesttourism.org) today!



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PARTNER DUES STRUCTURE (BASED ON ANNUAL COMPANY REVENUE)

COMPANY REVENUE	PARTNER DUES
\$0 to \$499,999	\$735.00
\$500,000 to \$999,999	\$945.00
\$1 Million to \$2.5 Million	\$1,260.00
\$2.5 Million to \$5 Million	\$2,100.00
\$5 Million to \$10 Million	\$2,835.00
More than \$10 Million	\$3,675.00

Sponsorship Opportunities

ANNUAL PACKAGES

Our Sponsorship Packages offer prime branding and event access, connecting you with key leaders in Western tourism to maximize your impact.

**Ready to Join a Thriving
Tourism Network?**

Visit onewesttourism.org today!

Passport \$20,000.00

- One West Membership
- Recognition as Association Sponsor on Event Pages of Website
- Registration for 2 to Tech Summit & Education Summit
- Pre-Event E-blast
- Presenting Sponsor Recognition on Signage at both Summits
- 10-minute Presentation at both Summits
- 30-60 second Promotional video on Main Stage
- Vendor Booth's at both Summits
- Year Long Website Recognition
- Masterclass Webinar Hosting
- E -Newsletter content inclusion (at least 3 newsletters)

Globetrotter \$25,000.00

- One West Membership
- Recognition as Sponsor on Website
- Registration for 1 to Tech Summit & Education Summit
- Summit E-Newsletter Recognition
- Sponsor Recognition on Signage at both Summits
- 10-minute presentation at both Summits
- 30-60 second Promotional video on Main Stage
- Vendor Booth's at both Summits
- Masterclass Webinar Hosting
- E -Newsletter content inclusion (at least 2 newsletters)

Voyager \$10,000.00

- One West Membership
- Recognition as Sponsor on Website
- Registration for 1 to Tech Summit & Education Summit
- Sponsor Recognition on Signage at both Summits
- 30-60 second Promotional video on Main Stage
- Vendor Booth's at both Summits
- Summit E-Newsletter Recognition
- E -Newsletter content inclusion (at least 1 newsletter)

*Don't see what you are looking for? Reach out for custom packages!



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Sponsorship Opportunities

TECH & EDUCATION SUMMIT PACKAGES

Partners must be members to sponsor a One West event. Non-members may participate in the vendor showcase at the non-member rate.

Welcome Reception Sponsor

\$4,500

Kick things off in style! As the Welcome Reception Sponsor, you'll be front and center at the event everyone's excited about. You'll get prime signage, plus two free passes to join the party and mix with industry stars. And don't forget your complimentary tabletop in the Vendor Showcase—perfect for making those all-important first impressions!

Lunch Sponsor (2 available)

\$4,500

Nothing brings people together like a good lunch, and you'll be the hero making it happen! With key signage and two Summit passes, you're set to make a splash. Plus, get a complimentary tabletop to showcase your brand as attendees gather, chat, and recharge.

Breakfast Sponsor (2 available)

\$3,800

Start the day right! As a Breakfast Sponsor, you'll have your brand showcased during the most important meal of the day. With prime signage, two passes to the Summit, and your own Vendor Showcase tabletop, you'll be the reason everyone's fueled up and ready to roll!

Keynote Speaker Sponsor (multiple available)

\$3,500

Own the stage—literally! As a Keynote Speaker Sponsor, your brand will be recognized during the main event everyone came to see. You'll get signage, 10 minutes to introduce your speaker, two Summit passes, and your very own complimentary Vendor Showcase tabletop to connect with attendees.

Name Badge Sponsor

\$3,500

Get your brand in everyone's hands! As the Name Badge Sponsor, your logo will be seen all day, every day. You'll also receive signage, two Summit passes, and a complimentary tabletop spot in the Vendor Showcase—so everyone knows who's making things happen.

Board Dinner Sponsor

\$3,000

Step into the spotlight as the evening's star sponsor, blending your brand with an unforgettable dining experience shared by our Association and Foundation Board Members. With your exclusive sponsorship, your brand will be at the center of conversation, featured prominently on the menu, and you'll have an exclusive opportunity to connect directly with decision-makers in a relaxed, intimate environment. Let's make it a night of fine food, great minds, and lasting connections—with you as the memorable host! One summit pass included.

P.M. Refreshment Break Sponsor (1 available)

\$2,500

Be the sponsor everyone appreciates when they need that afternoon pick-me-up! Your brand will shine with signage during the break, and you'll score one Summit pass plus 50% off a Vendor Showcase tabletop to keep the buzz going.

Sunrise Wellness Sponsor

\$2,000

Start the day on a high note! As the Sunrise Wellness Sponsor, you'll be the name behind our morning wellness session—whether it's yoga, stretching, or a refreshing guided walk. Picture attendees arriving energized and ready for the day's events, all thanks to you! It's a perfect opportunity to connect with wellness-focused attendees and help everyone kick off the day feeling rejuvenated, inspired, and ready to dive into the Summit! One summit pass included.

A.M. Refreshment Break Sponsor (2 available)

\$1,800

Need a coffee break? Make it memorable by being the sponsor everyone thanks for their morning recharge. Your brand will be highlighted with signage, plus you get a seat at the Summit and 25% off your own Vendor Showcase tabletop!

Daily Buzz Sponsor

\$1,000

Perk up the crowd with the sponsorship everyone will remember! As the Daily Buzz Sponsor, you'll be the hero fueling those essential coffee and snack breaks, keeping attendees energized and ready to explore new ideas. With prime signage, your brand will be on everyone's mind as they recharge, refuel, and reconnect. Get ready to make everyone's day a little brighter—one cup at a time!

Main Stage Showcase 10 Min. Presentation (4 available)

\$750 (BENEFIT'S THE ONE WEST FOUNDATION)

Step into the spotlight with a 10-Minute Main Stage Presentation! This sponsorship offers an invaluable opportunity to engage the entire audience, share your story, and position your brand as a key player in the tourism industry. With a full 10 minutes, your presentation can inspire, inform, and ignite new partnerships—making your brand unforgettable in the minds of attendees.

90 Second Spotlight Video (4 available)

\$500 (BENEFIT'S THE ONE WEST FOUNDATION)

Capture the crowd's attention with your 90-Second Spotlight Video on the Main Stage! This prime-time opportunity puts your brand front and center for everyone to see, giving you the perfect platform to share your message, showcase your vision, or launch and exciting new initiative. make a lasting impression in just a minute and a half!

Vendor Tables (includes 1 registration)

\$2,000 (MEMBER) \$3,000 (NON-MEMBER)

Ready to show off your brand? Grab a Vendor Table and dive right into the action! This package includes one registration, giving you the perfect platform to meet, greet, and connect with attendees from across the industry.

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