



Who We Are

The GBTA Foundation was launched to collectively galvanize the corporate and business travel community to build skills, transfer knowledge, create joint solutions and advocate for meaningful industry action and investment around People and Planet – for the public good.

Why WINiT Matters

GBTA WINiT advocates for gender equity in business travel related industries by serving as a catalyst to drive change, offering programming for women to thrive throughout the lifecycle of their careers, fostering a global network of women and men of all levels.



Advance gender equity

Become an advocate for women, address systemic issues, and work towards creating a more inclusive industry.



Empower women to grow professionally

By supporting programs and initiatives that address leadership development, you can directly impact the lives of women.



Enhance brand exposure and increase loyalty

Leverage your skills, knowledge, and professional networks to benefit the GBTA WINiT organization and its cause.

Ways to Get Involved

The Foundation is a tax-exempt 501(c)3 organization, and donations are fully tax-deductible to the extent allowed by law

Community Partner: \$50,000

- Opportunity to be on the WINiT Strategic Advisory Board for one year.
- Logo recognition on GBTA website (Partners and 1:1 Mentoring pages), and official materials.
- GBTA recorded podcast or video interview.
- One (1) Daily News Brief (DNB) Sponsored Content ad placement (WINiT relevant).
- Eight (8) colleagues to join Mentee Program per year (2 per cohort).
- Gold Sponsor deliverables and recognition at WINiT Summit.
- Corporate Table Sponsor rights and recognition for WINiT Gala.

Community Contributor: \$25,000

- Logo recognition on GBTA website (Partners and 1:1 Mentoring pages), and official materials.
- GBTA recorded podcast or video interview.
- Four (4) colleagues to join Mentee Program per year (1 per cohort).
- Silver Sponsor deliverables and recognition at WINiT Summit.
- Five (5) tickets (half table) to WINiT Gala.

Friends of Foundation: \$1,000 - \$5,000

- Logo and name recognition as a Friend of Foundation on the GBTA website and in the GBTA Annual Foundation Report.
- Logo and name recognition at the following GBTA events: Annual Convention, Sustainability Summit, WINiT Summit, WINiT Gala, and Ladders.