

WINiT**Advocating for gender equity
in business travel****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

Platinum Partner: \$50,000

- Logo recognition on GBTA WINiT website
- WINiT Strategic Advisory Board seat opportunity (for one year)
- GBTA-recorded interview (WINiT-related), promoted on social
- Corporate Table Sponsor rights and recognition for WINiT Gala
- Gold Sponsor deliverables and recognition at WINiT Summit
- One (1) Daily News Brief (DNB) Sponsored Content ad placement

Gold Partner: \$25,000

- Logo recognition on GBTA WINiT website
- GBTA-recorded interview (WINiT-related), promoted on social
- Silver Sponsor deliverables and recognition at WINiT Summit
- Five (5) registrations (half-table) for WINiT Gala
- One (1) Daily News Brief (DNB) Sponsored Content ad placement

Silver Partner: \$10,000

- Logo recognition on GBTA WINiT website
- One (1) Daily News Brief (DNB) banner ad placement in 5 issues
- Two (2) registrations for WINiT Summit
- Two (2) registrations for WINiT Gala

Friend of Foundation: \$1,500 +

- 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.

Contact Us:**Cady Wolf**

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