

LADDERS

Developing the next generation of travel professionals



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 Ladders Matters

GBTA Ladders is dedicated to developing the next generation of global travel professionals. The program provides a unique professional development experience by empowering emerging industry leaders to leverage collective talents to expand their careers through mentorship, education, and collaboration.



Making an impact

Empower talented mentors and mentees, build connections, knowledge, and skills – helping shape the future of the business travel industry.



The power of giving back

Supporting the early career professionals shows your company's support of the industry and our future leaders



Brand exposure

Your company's brand will be visible throughout the Ladders Summit, showing that you support the Ladders innovation and community

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 Contributor: \$25,000

- Platinum Sponsor rights and recognition at Ladders Summit 2025.
- Host off-site dinner on final night of GBTA Ladders Summit with 10-12 GBTA Ladders members. Opportunity to invite featured presenter or C-level executive mentor as a table guest. GBTA Event Team to coordinate dinner reservation.
- Invitation to speak on a panel at Summit

Brand Ambassador: \$10,000

- Gold Sponsor rights and recognition at Ladders Summit 2025.
- Logo recognition on GBTA website and official materials. If sponsor purchases multiple sponsorship opportunities at various tiers, sponsor will be recognized at the highest purchased tier.
- Logo recognition on the 2024-2025 Season Kick-off Call introducing the season's Keynote and Teams

Mixer: \$5,500

- Sponsor a Mixer event for Ladders participants attending GBTA Convention or GBTA Conference (Canada, APAC, LATAM, or Europe). GBTA events team to organize space and F&B for mixer.

Friend of Foundation: \$1,500 +

- Logo and name recognition as a Friend of Foundation on the GBTA website, in the GBTA Annual Foundation Report, and at the following GBTA events: Annual Convention, Sustainability Summit, WINiT Summit & Gala, and Ladders Summit.
- One (1) year Silver Level subscription in the Supplier Marketplace on the GBTA Hub (must be a member to receive this deliverable).