



ONE WEST
TOURISM ALLIANCE

PARTNER MEMBERSHIP GUIDE

2026-2027



ABOUT US

FIND YOUR PEOPLE HERE.

Finally—an industry community where partners actually belong.

If you've ever shown up to an industry event and felt like just another vendor booth... you're not alone.

Big rooms. Surface-level conversations. Endless noise. Plenty of exposure—but not always the right connections.

That's not what we do.

At One West, we do things differently. We keep it smaller. More intentional. More human.

Because here, you don't just show up to sell—you show up to build real partnerships.



**WE ARE
YOUR PEOPLE**

This is where destination leaders, partners, and innovators across the West come together—not just to network, but to collaborate.

- ▶ Where conversations lead to real opportunities
- ▶ Where relationships turn into long-term partnerships
- ▶ Where people don't just meet you—they remember you

This is your partner community.



WHY ONE WEST?

Because partnership here means more than visibility—it's meaningful access to the right people, in the right environment, at the right time.



CONNECTIONS THAT ACTUALLY LEAD SOMEWHERE

You're not fighting for attention here.

Our intentionally smaller, more curated environment gives you direct access to DMO decision-makers across the West—through conversations that are natural, not forced.

This is where:

- ▶ Conversations turn into collaborations
- ▶ Introductions turn into business
- ▶ Relationships turn into long-term clients



VISIBILITY THAT MATTERS

Be seen by the people who are actively looking for partners like you.

From your **Partner Directory listing** to featured opportunities and event exposure, we put your brand in front of engaged, relevant DMO leaders—not just a crowd.

No wasted impressions. Just meaningful visibility.



EDUCATION THAT KEEPS YOU AHEAD

The industry is changing fast—and you need to stay ahead of it.

As a Partner Member, you gain access to education designed to help you better understand your clients, adapt your offerings, and stay relevant in an evolving landscape:

- ▶ **Monthly Webinars** – Timely insights you can apply immediately
- ▶ **Think Tank Sessions** – Small-group discussions on real industry challenges
- ▶ **One West Quarterly Programs** – Deep dives into topics like finance, sports, advocacy, and more

This isn't theory—it's insight you can use with your clients right away.



EVENTS DESIGNED FOR REAL ACCESS

No massive trade-show chaos. No getting lost in the crowd. Our signature events are built to create space for real conversations:

- ▶ **Leadership Summit** – Connect with CEOs and senior leaders in a more personal, high-trust environment
- ▶ **MarTech Summit** – Engage directly with marketing leaders navigating data, digital, and AI

This is where you build relationships—not just collect business cards.





A SEAT AT THE TABLE

You're not on the sidelines here—you're part of the conversation.

Through committees and the **Partner Advisory Council**, you have a direct voice in shaping:

- ▶ Industry conversations
- ▶ One West programming
- ▶ The future of destination marketing

This is where partners help lead—not just participate.



INSIGHTS THAT MAKE YOU SMARTER (AND MORE VALUABLE)

Through the One West Education & Research Foundation, you gain access to research built specifically for Western DMOs—giving you deeper insight into your clients' needs.

- ▶ Visitor-behavior insights
- ▶ Website-conversion trends
- ▶ Industry benchmarking

The more you understand your clients, the more valuable you become.



A COMMUNITY THAT FEELS DIFFERENT

This isn't transactional. It's relational.

You won't get lost here. You won't feel like "just another partner."

You'll build real relationships with people who:

- ▶ Know your name
- ▶ Trust your work
- ▶ Want to collaborate

THE BOTTOM LINE

Everything we do is designed to be:

- ▶ More intentional
- ▶ More relevant
- ▶ More impactful

Because when you're in the right room, with the right people—**your business grows differently.**

READY TO FIND YOUR PEOPLE?

If you've been looking for a place where you can build real relationships, grow your business, and be part of something more meaningful—

You've found it.

Because the right partnerships change everything.



MORE THAN MEMBERSHIP—IT'S MOMENTUM

When you join One West, you're not just gaining access.

You're gaining:

- ▶ A trusted network of DMO leaders
- ▶ Real opportunities to grow your business
- ▶ A voice in conversations that matter
- ▶ A community that values partnership



MEMBERSHIP BENEFITS

OPPORTUNITIES TO SHOW UP, STAND OUT, AND CONNECT.

MARTECH SUMMIT & VENDOR SHOWCASE

This is your moment to be front and center.

The MarTech Summit & Vendor Showcase puts your brand directly in front of marketing leaders and decision-makers actively looking for solutions. Showcase your tools, share your expertise, and have real conversations with DMOs navigating today's evolving tech landscape. Typically held in February or March.

WEBINARS

Share your expertise—and be seen as a thought leader.

Partner Members have opportunities to engage through webinars that deliver valuable insights to our membership. It's a powerful way to stay visible, provide value, and connect with DMOs in a more accessible, ongoing format.

THINK TANK SESSIONS

Be part of the conversation—not just outside of it.

Think Tank Sessions are small, collaborative discussions where real challenges are explored. As a partner, this is your chance to listen, contribute, and build credibility by engaging directly with members in meaningful dialogue.

ONE WEST ACADEMY – QUARTERLY EDITION

Show up as a resource your clients trust.

These focused, deep-dive sessions give you visibility within key topic areas while helping members build real skills. It's an opportunity to align your expertise with their needs and strengthen your position as a go-to partner.

2026/2027 Membership Dues (based on annual company revenue)

\$0 to \$499,999	\$811.00
\$500,000 to \$999,999	\$1,042.00
\$1 Million to \$2.5 Million	\$1,390.00
\$2.5 Million to \$5 Million	\$2,316.00
\$5 Million to \$10 Million	\$3,126.00
More than \$10 Million	\$4,052.00

PROFESSIONAL DEVELOPMENT



NETWORKING

This is where partnerships begin.

At One West, networking isn't about working a room—it's about building real relationships with DMO leaders across the West. In smaller, more intentional settings, you'll connect with the people who matter, creating opportunities that lead to conversations, collaborations, and long-term partnerships.



MENTORSHIP

Build relationships that last beyond the meeting.

Our mentorship program creates meaningful connections between experienced professionals and emerging leaders—giving you the opportunity to share your expertise, support the next generation, and build relationships that grow alongside the industry.



COMMITTEES

Get in the room—and help shape what's next.

As a Partner Member, you're not on the outside looking in—you're part of the conversation. Our committees give you direct access to industry leaders and a platform to share your expertise, build credibility, and influence the direction of our work together.

Opportunities include:

- ▶ Partner Advisory Committee
- ▶ Summit Planning Committee
- ▶ Mountain Destination Committee
- ▶ Wine Destination Committee
- ▶ Public Lands Committee
- ▶ Membership & Marketing Committee
- ▶ Research Committee





PARTNER MEMBERSHIP

FIND YOUR PEOPLE. GROW YOUR PARTNERSHIPS.

You're not just joining an association—you're joining a community that's built on real relationships, real collaboration, and real impact across the West.



NETWORKING OPPORTUNITIES

This is where connections turn into partnerships.

As a Partner Member, you'll connect directly with Destination Marketing Organizations (DMOs) across the West—not in crowded rooms, but in meaningful, intentional settings. From in-person summits to small-group conversations and virtual meetups, this is where ideas are shared, relationships are built, and partnerships actually happen.



PARTNER DIRECTORY LISTING

Be seen by the right people.

Your business will be featured in our Partner Directory—a trusted resource DMOs use to find collaborators. It's more than a listing—it's your introduction to a network of destinations actively looking for partners like you.



EDUCATION & TRAINING

Stay sharp. Stay relevant. Stay ahead.

From webinars and workshops to deeper-dive learning experiences, you'll have access to education designed specifically for the tourism and destination marketing space. Walk away with insights you can actually use—and strategies that move your business forward.



COMMITTEES & TASK FORCES

Don't just be in the room—help shape what's next.

Partner Members are invited to take an active role in our committees and initiatives, contributing ideas, sharing expertise, and helping guide the future of our industry. Through groups like our Partner Advisory Council, you'll have a direct voice in shaping One West and the work we do together.



PROMOTIONAL OPPORTUNITIES

Get in front of the people who matter.

We create opportunities for you to showcase your brand to a highly engaged network of DMO leaders and decision-makers. Whether it's through featured placements, campaigns, or event visibility, this is your chance to show up, stand out, and connect.



DISCOUNTED EVENT PRICING

Be there—without the barrier.

Partner Members receive exclusive pricing on our signature events, making it easier to show up, stay engaged, and build relationships throughout the year. Because being in the room matters—and we want you there.

A COMMUNITY THAT FEELS DIFFERENT

This isn't just another industry group.

With nearly 200 DMO members across the Western U.S., One West is intentionally built to feel more connected, more collaborative, and more personal. You won't get lost in the crowd—you'll find your people.

Looking for something more tailored? Our **annual partnership packages** are designed to align with your goals and maximize your visibility throughout the year. And if you don't see exactly what you're looking for—reach out. We're always happy to build something that works for you.

Passport	\$15,000.00
One West Membership	
Recognition as Association Annual Sponsor	
Registration for three to MarTech Summit	
Pre-Event E-Blast	
Presenting Sponsor Recognition on Signage at Summit	
10-Minute Presentation MarTech Summit	
30- to 60-Second Promotional Video on Main Stage	
Partner Showcase Table	
Host One Webinar	
E-Newsletter Content Inclusion (at least three newsletters)	

Globetrotter	\$10,000.00
One West Membership	
Recognition as Annual Sponsor on Website	
Registration for two to Tech Summit	
Summit E-Newsletter Recognition	
Sponsor Recognition on Signage at Summit	
10-Minute Presentation Summit	
30- to 60-Second Promotional Video on Main Stage	
Partner Showcase Table	
Host One Webinar	
E-Newsletter Content Inclusion (at least two newsletters)	

Voyager	\$7,500.00
One West Membership	
Recognition as Annual Sponsor on Website	
Registration for one to MarTech Summit	
Sponsor Recognition on Signage at Summit	
30- to 60-Second Promotional Video on Main Stage	
Partner Showcase Table	
Summit E-Newsletter Recognition	
E-Newsletter content inclusion (at least one newsletter)	
Host One Webinar	
E-Newsletter Content Inclusion (at least two newsletters)	

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 (2 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 (2 AVAILABLE) – \$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 (2 AVAILABLE) – \$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 and 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.

SPONSORSHIP OPPORTUNITIES

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-MINUTE PRESENTATION (4 AVAILABLE) – \$750 (BENEFITS 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 (BENEFITS 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 an 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.



**THANK
YOU**



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