



Wanderfest

1-4 FEBRUARY, 2019
AUSTIN, TEXAS

ANNUAL GLOBAL
GATHERING FOR INSPIRED
WOMEN TRAVELERS.
BROUGHT TO YOU BY
WANDERFUL.

[SPONSORSHIP INFO](#)

FROM THE CREATORS OF THE
WOMEN IN TRAVEL SUMMIT

WELCOME!

Dear Friend,

I'm so excited that you are interested in joining us as a sponsor of Wanderfest! This event is truly unique, with women travelers gathering from around the world to share their experiences, meet new travel buddies, and grow our community of globally minded women.

Wanderfest will take place at a variety of unique venues in Austin, Texas. Programming will consist of educational workshops, networking activities, and even some jaunts around town. Not only do our sponsors get to attend Wanderfest and meet our travelers, but they also get significant media coverage among the thousands of members of our community as we lead up to the event. This is the real bread and butter of your sponsorship!

We hope you'll join us for this inspiring event. If you have any questions, please don't hesitate to contact me directly at beth@sheswanderful.com.

In sisterhood,



Founder and CEO, Wanderful
Creator, Wanderfest



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WANDERFEST IS AN ANNUAL COMMUNITY EVENT THAT BRINGS OUR GLOBAL SISTERHOOD OF WOMEN TRAVELERS TOGETHER.

In this long-weekend experience, Wanderful members enhance their skills, build positive connections, and grow as globally connected, locally empowered women.

HOW WE PROVIDE VALUE TO SPONSORS



BRAND
RECOGNITION



MEDIA
COVERAGE



MEETING
TRAVELERS



NEW MARKET
TRENDS

HOW WE PROVIDE VALUE TO ATTENDEES



IDEA
GENERATION



SKILL
BUILDING



MEETING
TRAVELERS



GATHERING
RESOURCES



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WANDERFUL IS A GLOBAL NETWORK FOR WOMEN WHO TRAVEL.

We are a community of over 40,000 women around the world in 28 global chapters. We created Wanderfest after seeing an opportunity to connect our community together through in-person interactions while giving travel brands unique access to our powerful network.

OUR GOALS AT WANDERFUL:

- Connect women travelers together
- Increase visibility of women who travel solo
- Encourage diversity in travel and highlight women from a wide array of backgrounds and experiences
- Connect women with companies that are doing great things to support women in travel
- Support women who build careers in travel and increase the pipeline of female travel entrepreneurs and digital influencers
- Challenge traditional definitions of travel and encourage curiosity, openness and global citizenship

DID YOU KNOW:

- Women make 80% of travel decisions
- 72% of American women express an interest in solo travel
- 11% of the US leisure market consists of solo female travelers
- The number of women-only travel companies has increased 230% in the past 6 years



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THE VENUE



Wanderfest 2019 will be hosted at a number of unique locations in Austin, Texas.

Guests will be offered a variety of lodging options that they may arrange on their own. Tickets include all programming and some select meals. The event will begin with a community gathering on Friday evening, February 1st and end on the afternoon of Monday, February 4th.

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WHY SPONSOR WANDERFEST?

Not only do Wanderfest sponsors get to meet our 100 attendees on site, but you also get significant coverage among the entire Wanderful network and the brand recognition as a company that supports women travelers.

ON THE WEB:

- Email subscribers: 24K
- Chapters: 28
- Average number of members per chapter: 400
- Sheswanderful.com monthly pageviews: 23K
- Monthly unique visitors: 21K
- @ShesWanderful Twitter followers: 22K
- Monthly Twitter impressions: 51K
- Facebook followers: 8.4K

ON SITE:

- Make a strong impression on 100 savvy female travelers
- Conduct mini focus groups and get feedback on a new product or service
- Lock your company in for future sponsorship discounts as Wanderfest grows and grows



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PRESENTING SPONSOR: \$5,000

Benefits include:

- Opportunity to address the audience on site at one community lunch
- Official designation as presenting sponsor in Wanderfest '19 press release
- Premium logo placement and company details on official Wanderfest website (sheswanderful.com/wanderfest)
- Premium logo placement in all Wanderfest-related emails over six months, reaching over 23,000 travelers
- Mention on sheswanderful.com blog post as community supporter
- 2 tickets to the event, meals and lodging included
- The opportunity to contribute something to the attendee gift bag for all 100 guests



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COMMUNITY SUPPORTER: \$750

Benefits include:

- Logo placement and company details on official Wanderfest website (wanderfest.sheswanderful.com)
- Logo placement in one Wanderfest-related email, reaching over 7,000 travelers
- Mention on sheswanderful.com blog post as community supporter
- 2 tickets to the event, meals and lodging included
- The opportunity to contribute something to the attendee gift bag for all 100 guests
- A verbal thank you on site



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WANT MORE?

DON'T MISS OUR FAMOUS INDUSTRY EVENT, THE WOMEN IN TRAVEL SUMMIT

Running since 2014, the Women in Travel Summit brings travel influencers, creators, and brands together under one roof to find collaboration opportunities and improve the travel industry for women around the world.

If you're looking to meet 400 experienced travel bloggers, this is one event you won't want to miss!

For details, visit <http://www.witsummit.com>.

Join us for WITSx: The Community Summits, in cities around the USA. Learn more at <http://witsx.sheswanderful.com>.



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FROM THE CREATORS OF THE
WOMEN IN TRAVEL SUMMIT

TO DISCUSS YOUR COMPANY'S
INVOLVEMENT WITH WANDERFEST,
PLEASE EMAIL BETH SANTOS AT
BETH@SHESWANDERFUL.COM.