

Dear Partner,

February 2025

We invite you to partner with the **Global Business Travel Association (GBTA)** as a host venue for an upcoming event. This collaboration offers a unique **opportunity to showcase** your hotel to key decision-makers in corporate travel.

Key Benefits:

- **Brand Visibility & Credibility** – Position your hotel as a **premier destination** for business travelers and event planners.
- **Direct Access to Corporate Buyers** – Engage with **travel managers, procurement professionals, and industry leaders** who influence hotel bookings.
- **Increased Group & Corporate Business** – Demonstrate your **meeting spaces, guest rooms, and service quality** to potential long-term partners.
- **Competitive Differentiation** – Stand out as a leader in **business travel** by aligning with GBTA.
- **PR & Media Exposure** – Gain visibility through **GBTA's marketing, social media, and industry press coverage**.

We would love to discuss how this partnership can drive value for our holiday event.
Please see the proposals and respond by February 28th, 2025, with the RFP attached.

Best regards,
Cindy Lewis

GBTA DFW Chapter President



GBTA Partnership & Vendor Support

Vendor support would be a soft dollar \$10,000. Credit toward event.

Support allocated towards:

- Food & Beverage
- Venue Rental
- Discounted Room Rates
- Parking
- Audio Visual
- Complimentary self-park
- Other determined items

Along with sponsorship up Hotel Vendor Partnership

- Recognition of your company sponsorship on the DFW BTA website
- Two (3) complimentary memberships to GBTA DFW
- Complimentary entry up to 5 people to mingle
- Dedicated social media post with a customized message.
- Onstage recognition & logo display during the event
- Company logo included in association database email for the event.
- Dedicated time to speak at the event
- Assist with the Spirit pull and drawings
- **Cross-Promotion** – Allow the hotel to distribute their marketing materials to attendees.

By securing all sponsorships, the event cost per attendee is significantly reduced, offering flexible options based on vendor contributions.





Request for Proposal
GBTA DFW Holiday Reception

Primary Contact: Lane Aaberg laaberg@Cascadeshotels.com 469-287-0078
Secondary Contact: Dallas Campos dallas.campos@Toyota.com 469-292-4662

GBTA-DFW Chapter brings travel industry buyers and suppliers together for professional development, successful networking opportunities and the exchange of ideas – all producing powerful results. Our 2025 goals include continuing to grow our chapter membership and provide great value through quality programs that will be beneficial to all attendees, as well as giving back to our community.

A/V Needs: Microphone, 10x10 stage, podium

Food & Beverage:

Medium/Heavy Hors D'oeuvre station, desert station, coffee, water & iced tea station. Two hosted bars, Pricing should include two cocktails per person & cash bar

Additional Information: Will require space for a photo booth, silent auction items, wine/whiskey pull, & two registration tables.

Budget: \$100/pp inclusive

GBTA Partnership Options are below

Parking preference: Complimentary Valet, if not available, include the cost and location of parking for guests to venue.

Soliciting: “Preferred Central Section of DFW” – Las Colinas, Irving, DFW Airport, Grapevine, Coppell, etc.

Any additional concessions provided by the venue are appreciated and will be used to determine which venue is selected for this RFP.

Meeting Space Needs:

Reception style, mix of cocktail rounds & seated 4 top rounds. Estimated SQ Foot needed: 3,000+ sq. ft, and small dedicated storage room in proximity of event.

Requested Dates and Time

Date: Thursday, December 4th, 2025, or Thursday December 11th, 2025

Time: 5:30-8:30pm (Move in 2pm)

Number of Attendees: 100 – 125

If any further information is needed about this event – please reach out to us directly