

TRAVEL TRADE  
CRUSADE



holiday  
extras

IN ASSOCIATION WITH



# Sponsorship MENU

FOR MORE DETAILS OF OUR SPONSORSHIP OPPORTUNITIES OR TO TELL US YOUR OWN GREAT IDEA, CONTACT

Sarah Archer **or** Nick Joyce

**E:** [sarah@traveltradecrusade.com](mailto:sarah@traveltradecrusade.com) **T:** +44 (0)203 026 1901

**E:** [nick@traveltradecrusade.com](mailto:nick@traveltradecrusade.com)



[www.traveltradecrusade.com](http://www.traveltradecrusade.com)



## YOUR CHANCE TO BE PART OF SOMETHING GREAT ...EVEN IF YOU CAN'T BE THERE.

Looking for a unique opportunity to showcase your brand while giving back to the community? Consider becoming a sponsor of this legendary travel industry event!

Huge thanks go to our joint headline sponsors for TTC24.



But we still need support and your sponsorship will support worthy causes. The Travel Trade Crusade is an event dedicated to enabling people to raise funds for many good causes. By sponsoring this event, you'll make a meaningful contribution to the community and help make a real difference in the lives of those in need.

The Travel Trade Crusade is looking for generous sponsors to assist our teams on their way round Europe. All items in this document are priced as close to cost as we can. Any surplus at the end of the event goes to charity. The event operates on a non-profit basis, aiming to cover the essential expenses while maximising funds for charity donations.

We want to ensure you have coverage during the Crusade & we will take your brand with us around Europe on our sponsors banner. We also have the support of both TTG Media & Travel Gossip. However, the Travel Trade Crusade isn't a big corporate branding exercise, it's just a chance to help support the event, your fellow travel industry colleagues, some amazing charities & just generally feel good about yourself.

We're also open to any sponsorship ideas you might have so please talk to us. Thank you.

**CHECK OUT PRESS COVERAGE OF THE PREVIOUS CRUSADES [HERE](#)**



## COULD YOU BE THE OFFICIAL CRUSADE TEAMS' TRANSPORT?

---

We need the assistance of a friendly and charitable company to help our teams cross the channel.

### WHAT CAN YOU OFFER?

Free passage or a hefty discount?

25 vehicles approximately  
Outbound July 4th and Inbound July 8th.



+44 (0)203 026 1901

In return we will

- Billing as our official transport partner on our website.
- Social media shout outs.
- Logo in the sponsors box on the html emails.
- A shout out for our sponsors in separate posts on social media next year.
- Prominent logo positioning on our sponsors pop up banner that we take with us on the rally.

---

## MAKE A DONATION

If you'd like to support the Crusade centrally then please donate here  
100% of your donation after platform fees will go to our teams' charities.

<https://chuffed.org/donate/ttc24>



# SPONSORSHIP ITEMS

HERE YOU WILL FIND A SELECTION OF ELEMENTS THAT WE HAVE AVAILABLE FOR SPONSORSHIP AND INDICATIVE PRICES. SPONSORSHIP IS NON PROFIT MAKING, AND THERE IS SOMETHING FOR EVERYONE'S BUDGET.

All our sponsorship items come with logos on the Crusade sponsorship page, thank you banners at the event and on social media.



## T Shirts.

White T shirts with the Crusade logo and your logo.

You will also receive

- Logo on the sponsors page on the website
- Logo in the sponsors box on the html emails.
- A shout out for our sponsors in separate posts on social media next year.
- Logo on our sponsors pop up banner that we take with us on the rally.



Big toot toot  
thanks to



## Lanyards

Big toot toot  
thanks to

Lanyards. Your logo and the Crusade logo on the Lanyards.



## Daily challenge cash prizes

Each day our teams are set a challenge.

The winning team receives a cash donation to their chosen charity.

- A mention at the awards ceremony for sponsoring the charity prize.
- Logo on the prize envelope.
- Logo on the sponsors page on the website
- Logo in the sponsors box on the html emails.
- A shout out for our sponsors in separate posts on social media next year.
- Logo on our sponsors pop up banner that we take with us on the rally.



Big toot toot  
thanks to



# SPONSORSHIP ITEMS

HERE YOU WILL FIND A SELECTION OF ELEMENTS THAT WE HAVE AVAILABLE FOR SPONSORSHIP AND INDICATIVE PRICES. SPONSORSHIP IS NON PROFIT MAKING, AND THERE IS SOMETHING FOR EVERYONE'S BUDGET.

All our sponsorship items come with logos on the Crusade sponsorship page, thank you banners at the event and on social media.



## Trophies

Sponsorship of the Crusade Trophies.



Big toot toot  
thanks to



## Beer

Would you like to reward our Crusaders with a beer after a hard day crusading for charity?

You will also receive

- Logo on the sponsors page on the website
- Logo in the sponsors box on the html emails.
- A shout out for our sponsors in separate posts on social media next year.
- Logo on our sponsors pop up banner that we take with us on the rally.

**2 available @ £ 450 per day.**



## Key Rings

A permanent reminder of the Travel Trade Crusade. (This one is from 2013 😊) Your logo on one side of the keyring.

You will also receive

- Logo on the sponsors page on the website
- Logo in the sponsors box on the html emails.
- A shout out for our sponsors in separate posts on social media next year.
- Logo on our sponsors pop up banner that we take with us on the rally.

**100 keyrings @ £495**



"TTC has been such a great event for Holiday Extras. It has produced some great PR for the company which has stimulated conversation leading to business proposals. Team building was of course part of our experience and have strengthened the relationships within our own business along with those within the industry. It's not just a road trip through Europe!"

Lindsay Garvey -Jones, Holiday Extras



Since 2013 the Crusade has travelled over 8000 miles, through 6 countries & raised over £165,000 for more than 35 charities.

**Gazette**

The Travel Trade Crusade 2017 took place last week - teams of participants from across the industry dressed up and took to the road for a trans-European tour that raised more than £42,000 for charity

**TOY UNVEILED PRIDE!** **TOY UNVEILED PRIDE!** **TOY UNVEILED PRIDE!**

...of long-term... **TOY UNVEILED PRIDE!** **TOY UNVEILED PRIDE!** **TOY UNVEILED PRIDE!**

**Diary dates**  
Forthcoming agent events

|   |   |
|---|---|
| <b>TTC LIVE!</b> <b>September 15</b> <b>London</b>      | <b>Regional Dinner and Lunch</b> <b>October 18</b> <b>London</b>                  |
| <b>TTC Dinner</b> <b>September 28</b> <b>London</b>     | <b>TTC Dinner &amp; Travel Leaders Conference</b> <b>November 8</b> <b>London</b> |
| <b>Travel Network</b> <b>September 28</b> <b>London</b> | <b>TTC 10th Anniversary</b> <b>November 8</b> <b>London</b>                       |

More events on [ttgmedia.com/events](http://ttgmedia.com/events)  
40 020 37 07 2017

Send your photos of agent events, fun trips, charity efforts and celebrity spots to [getaway@ttgmedia.com](mailto:getaway@ttgmedia.com)





# THANKS!

ALL THESE COMPANIES HAVE HELPED  
THE TRAVEL TRADE CRUSADE IN 2013, 2014, 2017 & 2019.

WE HOPE YOU'LL JOIN THEM IN 2024.

