



WHERE IS TRAVEL GOING?

ERIC FRIEDHEIM TOURISM INSTITUTE | UNIVERSITY OF FLORIDA

DISCOVER. DIRECT. DRIVE.

As the foremost tourism research institute in the United States, the Eric Friedheim Tourism Institute (EFTI) addresses the fundamental questions, challenges, and opportunities shaping the travel and tourism industry. Where are we headed? Who will lead us there? How can we improve? EFTI partnership is an invitation to join this thought partnership and enjoy exclusive access to critical data and travel insights no other institution can equal.

EFTI Partnership Inclusions:

- Networking with industry leaders and key companies.
- Play an even more active role in the future of tourism and hospitality.
- Exclusive access to groundbreaking research long before it's made public.
- Consultation provided by the EFTI research team and/or industry experts to evaluate your individual research needs.
- Free workshops and seminars to advance the skills of your leadership team.
- First access to top-of-the-class Tourism Hospitality & Event Management (THEM) graduates.
- Exclusive partners-only networking and insight sharing events and forums.
- Free whitepapers on the latest topics in travel, tourism and hospitality.
- Brand inclusion in EFTI print and online materials and at sponsored events.

Partnership Opportunities

uftourism.org/our-partners



ONE STEP AT A TIME.

OUR JOURNEY TOGETHER.

EFTI was founded in 2010 as the first endowed tourism institute at the University of Florida. We live and work at the epicenter of the industry and have assembled a network of leaders committed to advancing it forward. Your support yields valuable benefits, funds critical research, educates the next generation of tourism pioneers, and helps determine the future direction of travel and tourism.

Mission:

- EFTI leads visionary research and provides insight nationally and globally. EFTI's missions are to connect with talented industry leaders, advance cutting-edge research, create meaningful engagement opportunities, and support higher education.

Vision:

- EFTI is the leading voice for the future of tourism nationally and globally.

Partnership Opportunities

uftourism.org/our-partners



SO MUCH TO SEE AND DO.

LET'S GET OUT THERE.

EFTI partnership is a living partnership. We are entrepreneurs, influencers, and researchers who are passionate about tourism and actively engaged in connecting with each other and the travel community as a whole. As a partner, you're encouraged to participate in EFTI programs and events that will open your eyes to new ideas and different viewpoints to inspire our collective best.

Your Partnership Supports:

- A wealth of cutting-edge research no other tourism institute can equal.
- Educators and resources shaping tomorrow's tourism and hospitality leaders.
- EFTI's position as the premier travel, tourism and hospitality institute in the United States.
- Deep insights that improve the forecasting of future challenges and trends.
- Scholarship and community outreach programs.
- Exclusive partners-only events.
- Productive partnerships and open dialogue among travel and tourism leaders.

Partnership Opportunities

uftourism.org/our-partners

ACT NOW! PROPEL TOURISM AND GO PLACES!

You'll find a partnership level to fit every need and budget. Help us drive tourism forward and your organization will go just as far.

PARTNERSHIP OPPORTUNITIES

Corporate Levels

Partnership Opportunities

uftourism.org/our-partners

Bronze

\$1,000

Partnership Highlights:

- Company logo on EFTI website, newsletters, social media profiles.
- Receive two free whitepapers on trending topics.
- Free leadership workshop for one member.

Silver

\$2,000

Partnership Highlights:

- Company logo on EFTI website, newsletters, social media profiles.
- Receive three free whitepapers, two on trending topics and one on the topic of your choice.
- Two VIP tickets to Fall Scholarship Luncheon.
- Free leadership workshop for two members.

Gold

\$3,000

Partnership Highlights:

- Company logo on EFTI and THEM websites, newsletters, social media profiles.
- Five free whitepapers, four on trending topics and one on the topic of your choice.
- Benefit from one of EFTI's Leadership or Machine Learning Programs.
- Receive practical advice on related topics from one of our advisory board members (up to 30-minutes).
- Two VIP tickets to both Spring Awards Banquet and Fall Scholarship Luncheon.
- Free display booth at THEM career fairs.
- Free leadership workshop for three members.

Platinum

\$7,000

and up

Custom Partnership:

- With the Platinum package, you receive all the benefits of the Gold Package plus, we will consult with you to evaluate your research needs.
- Additionally, enjoy a free leadership workshop for up to five members.



WE TRAVEL FURTHER TOGETHER!



JOIN US TODAY.

An investment in EFTI is an investment in the future of tourism, as well as your organization. Join us at the forefront of our industry, funding cutting-edge research, and gaining privileged access to the deep insights it uncovers.

Become a partner online at uftourism.org/our-partners or mail your payment along with the attached coupon.

We look forward to welcoming you to the Eric Friedham Tourism Institute family of partners.



BECOME A PARTNER:

- Yes, we're interested. Please contact us.
- Count me in.

CONTACT INFORMATION:

Organization: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

PARTNERSHIP LEVELS:

- Bronze - \$1,000
- Silver - \$2,000
- Gold - \$3,000
- Platinum - \$7,000 and up

PLEASE RETURN COMPLETED FORM:

Eric Friedheim Tourism Institute
 Attn: Dr. Rachel J.C. Fu, EFTI Director
 P.O. Box 118209
 University of Florida
 Gainesville, FL 32611-8209
 Make checks payable to the University of Florida Foundation,
 memo: "EFTI Partners Program"

FOR SECURE, ONLINE CREDIT CARD PAYMENTS:

uff.ufl.edu/giving-opportunities/012223-eric-friedheim-tourism-institute/
 >> In the comments box, please type "EFTI Partners Program"



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