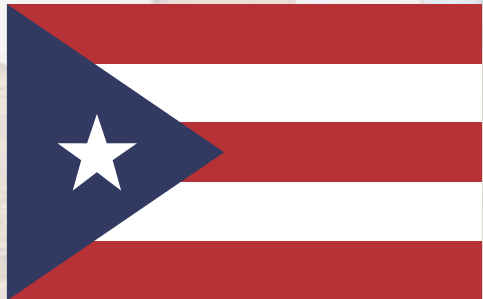


Tourism Cares<sup>®</sup> *for*  
**PUERTO**



**RICO**

**MAY 8 - 10, 2019**

## **PUERTO RICO NEEDS OUR HELP.**

It's been almost a year since hurricane Maria landed on the island, yet there is still much to be done to get the local economy and the tourism industry back on its feet.

Tourism Cares has organized a multi-day program designed to harness the transformative power of travel and the collective strength of our industry.

By bringing our experience, skills and resources to the people of Puerto Rico we have the ability to make a significant, positive impact on communities and livelihoods throughout the island.

We invite you to listen and learn from the local community and to forge mutually beneficial connections to your own business that can help Puerto Rico achieve a more successful and sustainable vision for their tourism industry.



## AN ENHANCED APPROACH FOR MAXIMUM IMPACT

*Volunteering. Knowledge Exchange. Business Integration.*

Building on the success of our previous programs, we've added new initiatives that allow you to engage with local businesses and organizations on the ground to accelerate our impact and ensure we deliver positive and lasting outcomes. For the island. And for your own business.

In addition to our volunteering efforts that bring considerable manpower to the island, we'll also be using our industry's intellectual capital and expertise to help advise the local tourism sector on how it can more successfully rebuild and connect to the modern marketplace.

Dozens of local enterprises and organizations will interact with our volunteers in workshops that provide a unique opportunity to exchange knowledge and cultivate Puerto Rico's entrepreneurial spirit.

You'll have the chance to explore how your own business can benefit by partnering in new and meaningful ways in destinations like Puerto Rico and beyond. From developing unique excursions and experiences, to buying locally produced food and goods, there are endless ways to integrate your operations into local supply chains that can potentially enhance your business and theirs.

This combination of hands-on volunteering, knowledge exchange and exploration of business integration will enable us to provide both immediate and lasting benefits to the destination and the greatest value for your participation.

Working together through Tourism Cares we can begin to impact and manage the seemingly unmanageable challenges our industry confronts. By empowering local partners and providing the guidance, confidence and connections they need we have the power to help a destination to succeed. And your own business to thrive.





## **YOUR PARTICIPATION MAKES A DIFFERENCE.**

*Enjoy a program that offers both professional and personal enrichment.*

- **LEARN FROM SUCCESS. THE AMAZING STORY OF WORLD CENTRAL KITCHEN.**

There's no better example of the power of philanthropy and providing people with the path and tools for success than the efforts of World Central Kitchen in Puerto Rico. Learn how they responded to the crisis and what it took to create a network of 25 kitchens, harness the power of 19,000 volunteers and serve over 3.6 million meals throughout the island. Just as importantly, you'll see first-hand how they've empowered local chefs and food truck operators through a program of rebuilding grants and key investments in agriculture, fishing and culinary training.

- **ENGAGE IN NETWORKING THAT CAN ENHANCE YOUR BUSINESS.**

Network with travel industry leaders, professionals and influencers from other global travel companies as well as a large contingent of local business people, tourism officials, community leaders and NGO organizers. It's a chance to explore opportunities to partner with island-based businesses and to connect your company's products and services to new and unique local experiences and resources.

- **VOLUNTEER FOR GOOD.**

Choose from a variety of volunteer opportunities that include social, environmental and recovery tracks for an intimate, hands-on experience that matches your interests and desired level of exertion.

- **ADVISE THOSE IN NEED.**

Share your expertise and skills in a knowledge exchange designed to help you understand and respond to the challenges of local communities and businesses. Your experience and advice can serve as the fuel to ignite untapped potential on the island.

- **IMMERSE IN THE CULTURE AND CUISINE.**

Sample the native cuisine and enjoy the distinct music and culture of the island during a variety of specially planned evening events.

# JOIN US AND MAKE A DIFFERENCE

We invite you to support and participate in this very important and meaningful program. It's a great chance for your company and employees to join with our entire industry to rally around those destinations that need us most.

## WEDNESDAY, MAY 8

Arrivals – San Juan

Optional tour opportunities available

**Noon – 3:00pm:**

Registration available at host hotel

**3:30pm – 5:45pm: Knowledge Exchange**

Opening Education Session

**6:00pm – 7:15pm: Business Building**

Opening Networking Reception

Explore San Juan that evening

## THURSDAY, MAY 9

**7am:** To-go breakfast provided  
Travel to interior of island (location TBD)

**9:30am – 2:30pm: Volunteering & Local Tourism Connection**

Social enterprise and volunteering visits

*Options include social, environmental and recovery tracks. Volunteering will be a component at each, intensity and length of time will vary.*

**5:30pm – 7:30pm: Cultural Immersion**

Food festival with local partners and World Central Kitchen

## FRIDAY, MAY 10

**8am – 10:00am: Business Integration**  
Closing breakfast session

**10:30am:** Departure to San Juan or weekend extension option with local operator

## REGISTRATION

Is **\$399pp** and will be available to Tourism Cares members beginning December 3, 2018 and for non-members beginning in February. To secure your space in advance, become a sponsor.

## SPECIAL THANKS TO OUR EARLY ADOPTERS



LEARN MORE AT [WWW.TOURISMCARES.ORG/PUERTORICO](http://WWW.TOURISMCARES.ORG/PUERTORICO)  
[#WHENTOURISMCARES](https://twitter.com/WHENTOURISMCARES)





Tourism is a huge part of the Caribbean's economy, and an important growing economic development opportunity for the region. In addition to creating jobs and livelihoods for millions, the industry also has the power to uplift local communities and protect fragile habitats. For Puerto Rico, tourism benefits everyone on the Island, and we believe the tourism industry has a responsibility, and an opportunity, to support the incredible progress and resiliency of the people of Puerto Rico, a destination our industry relies heavily on.

Sponsorship comes with great benefits including engagement of employees in networking and education, marketing and visibility and the opportunity to help spread the power and positive influence of tourism in destinations that need our support.

ProgramSponsors	Platinum	Gold	Silver	Bronze
benefits	\$50,000	\$25,000	\$10,000	\$6,000
Complimentary registrations	8	5	3	1
Inclusion in grant report post-program	✓			
Exclusive pre-event email to attendees with co-branded messaging	✓			
Logo included on sleeve of official event t-shirt	✓			
Recognition and spots to the #WhenTourismCares Summit in Fall, 2019	✓	✓		
Speaking opportunity at group gathering	✓	✓		
Logo placement at industry tradeshows: WTTC, IPW, NTA, USTOA in 2019	✓	✓	✓	
Logo inclusion in trade publication ad	✓	✓	✓	✓
Logo recognition on Tourism Cares website, on-site signage, back of official t-shirt and in event communications	✓	✓	✓	✓
Press and social media recognition and mention in our e-newsletter	✓	✓	✓	✓

**John Yonce,**  
 Director of Advancement  
 john.yonce@tourismcares.org  
 781-821-5990 x207

For more information and to secure your sponsorship,