



**NATIONAL EXTENSION
TOURISM NETWORK**



SEPTEMBER 24 — 27 | MILWAUKEE, WISCONSIN

2023 National Extension Tourism Conference

Envisioning the Future of Extension in Tourism

HOSTED BY



SPONSORSHIP PROSPECTUS

extensiontourism.net/2023-net-conference/

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WHY SPONSOR?

- Your support will get your brand message to a national group of passionate and engaged professionals.
- Your sponsorship will **help make the event accessible to participants across all land-grant universities**, e.g., 1994s, 1890s and 1862s, **Sea Grant programs and county extension offices**
- **Your organization will be featured in onsite printed materials and online digital materials.**
- **The NET Conference is organized by volunteers. No one is paid for organizing this event.**

OUR STAKEHOLDERS

- Rural, Coastal and “Gateway” Communities
- Agricultural Entrepreneurs (Farms, Wineries, etc.)
- Tourism Businesses
(Outfitters, Guides and Hospitality Providers)
- Federal, State and Local Government Partners

WHAT ARE 1994s, 1890s AND 1862s?

The 1994 land grant institutions (1994s) are Native American tribally controlled colleges and universities that were granted land-grant status in 1994. (source: agsci.psu.edu/diversity/awareness/resources/1994-1862-and-1890-land-grant-institutions/1994)

The 1890 universities (1890s) are historically Black land-grant universities established by the second Morrill Act. (source: aplu.org/members/councils/1890-universities/)

The 1862 institutions (1862s) are the first land-grant institutions established by the original Morrill Act. (source: everycrsreport.com/reports/R45897.html)

SPONSORSHIP LEVELS AND BENEFITS

	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition from the podium	X	X	X
Recognition on signage	Logo top	Logo middle	Logo bottom
Recognition on conference website	Linked logo	Linked logo	Linked logo
Complimentary registrations	2	1	
Exhibitor table	X	X	X

Please contact the 2023 NET conference chair if you are interested in a different level of support or have questions about benefits.

SPONSORSHIP CONTACT

Please contact the 2023 NET conference chair,

Dr. Natalie Chin, at nchin5@aquawisc.edu or 715-399-4083.

THANK YOU TO OUR 2021 FUNDERS



extensiontourism.net/2023-net-conference/

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2023 NET CONFERENCE SCHEDULE

(subject to change)

	SEPTEMBER 24 SUNDAY	SEPTEMBER 25 MONDAY	SEPTEMBER 26 TUESDAY	SEPTEMBER 27 WEDNESDAY
MORNING	Arrival & Check-In	Mobile Workshops	<ul style="list-style-type: none">• Opening Plenary• Breakout Sessions	<ul style="list-style-type: none">• Breakout Sessions
MID-DAY			<ul style="list-style-type: none">• Lunch & Networking	<ul style="list-style-type: none">• Lunch & Networking
EVENING			<ul style="list-style-type: none">• Breakout Sessions• Poster Session• Awards Dinner	<ul style="list-style-type: none">• Adjourn

CONFERENCE REACH

The NET Conference brings together approximately 100 Cooperative Extension and Sea Grant professionals from around the United States to share the latest research and innovations in tourism and outdoor recreation.

Despite travel hesitancy related to the COVID-19 pandemic, the 2021 NET Conference in Savannah, Georgia, was attended by 99 participants and featured over 35 presentations and five mobile workshops. Conference attendees overwhelmingly indicated in their conference evaluations that the event met or exceeded their expectations and provided a valuable experience that benefitted their work. As a sponsor, you will increase your exposure to a national audience of tourism professionals who engage with multiple sectors and are a trusted source of tourism-related information.

LOCATION

This year's NET conference will be in **Milwaukee, Wisconsin, which was named one of National Geographic's best travel destinations around the world for 2023.**¹

NET is partnering with the Wisconsin Agricultural Tourism Association to feature the state as a premier agricultural tourism destination. In fact, the NET conference coincides with Wisconsin's Agricultural Tourism Week.

This northern state is also home to the Wisconsin Shipwreck Coast, the National Oceanic and Atmospheric Administration's newest National Marine Sanctuary.

VENUE

Hyatt Regency Milwaukee

333 West Kilbourn Avenue

Milwaukee, Wisconsin 53203

hyatt.com/en-US/hotel/wisconsin/hyatt-regency-milwaukee/mkerm



PHOTO: HYATT REGENCY

¹ nationalgeographic.com/travel/article/best-of-the-world-2023



NATIONAL EXTENSION TOURISM NETWORK

Website

extensiontourism.net

2023 NET Conference

[extensiontourism.net/
2023-net-conference](https://extensiontourism.net/2023-net-conference)

LinkedIn

[linkedin.com/company/
national-extension-tourism-network/](https://linkedin.com/company/national-extension-tourism-network/)

Join the NET listserv

[lists.psu.edu/cgi-bin/
wa?SUBED1=NET-L&A=1](https://lists.psu.edu/cgi-bin/wa?SUBED1=NET-L&A=1)

About Us

OUR MEMBERS

National Extension Tourism Network (NET) is the premiere professional development and networking association for professionals from the Cooperative Extension and Sea Grant systems who are engaged in research and programming that help communities understand, plan and implement sustainable tourism, agritourism and outdoor recreation projects. NET also engages with individuals from non-profits, destination management organizations, chambers of commerce, and federal and state agencies including the National Park Service, the US Forest Service and state departments of tourism.

OUR EXPERTISE

- Community, Economic and Sustainable Development
- Recreation, Park and Tourism Management
- Agritourism
- Land Use and Planning
- Workforce Development and Customer Service Training
- Sustainable Fisheries Management
- Climate Change and Coastal Community Resilience

Learn more about some of our members and their work in this collection of profiles.

extensiontourism.net/wp-content/uploads/NET-pub-design_HM-01-24-2023.pdf

