



November 2011

For the past 27 years, the Society of American Travel Writers Foundation has conducted the annual Lowell Thomas Travel Journalism Competition. This contest began in 1985 and today awards close to \$20,000 annually in prize monies for outstanding print, online, multimedia and broadcast productions in more than 20 categories.

This is the premier competition in the field, and our Lowell Thomas Awards are highly coveted, rather like the Pulitzer prizes for travel journalism. The competition has gained stature over the years for several reasons, most notably:

- It does not promote any particular destination or travel product.
- It is open to all North American journalists, not just SATW members.
- It is judged independently by the faculty of top university journalism schools.

The Lowell Thomas Travel Journalism Awards are now considered the top honor a travel journalist can attain. Winners advertise the honor extensively in their publications, on websites and in blogs.

The SATW Foundation is a not-for-profit 501 (c) (3) organization. We operate separately from the Society of American Travel Writers, but our board of directors is composed of outstanding SATW members dedicated to our mission of recognizing and rewarding outstanding travel journalism. The Foundation exists solely to run this competition.

The Foundation funds its work through donations, which are tax-deductible under the IRS Code Section 501 (c) (3). The identification number is 52-1269215.

PROPOSAL

Each year the Foundation gives away close to \$20,000 in prize monies to winning journalists. Operating costs run an additional \$20,000, including paying for the judging and the awards. Entry fees and individual donations to the Foundation cover most of these operating costs. However, additional money is needed to fund the cash prizes.

The SATW Foundation is seeking six (6) travel-related corporations and/or organizations to underwrite the prizes of its annual Lowell Thomas Travel Journalism Competition. Keeping the number to a minimum enables the Foundation to give prominent recognition to its donors with the journalists and the media they represent and with the traveling public that visits our website.

We believe there are many companies who understand the worth of this competition and its importance to the future of quality travel journalism and want to show support. These companies might include tourist offices, visitors bureaus, major destinations, airlines, cruise lines, insurance companies — any and all who value excellence in the field. Any who want to encourage and reward top-quality travel journalism should consider being an underwriter.

BENEFITS TO UNDERWRITERS

- Inclusion in all announcements sent to past and current entrants. The underwriters will be prominently named with links to their respective websites. This will make the underwriters highly visible to travel's top journalists. This list includes 3,500-plus North American travel journalists and media.
- A dedicated Underwriters Page on the www.SATWF.com website to include logos and a brief block of copy describing the travel-related business, mention of current news the company wants to convey, and a link to the underwriters' websites.
- All underwriters will be listed on the SATWF.com home page with a link to their dedicated URL.
- The underwriters will be prominently named and links to their websites provided when all winners, entrants and SATW members are notified. This list numbers some 5,000-plus names.
- When sending e-mails pertaining to the annual Lowell Thomas Travel Journalism Awards this statement will be included: *"The 2011 Lowell Thomas Travel Journalism Competition is underwritten by the (Names of the Underwriters). The SATW Foundation expresses its sincere appreciation for their support."*
- Advertising of the competition will contain the names of the underwriters when possible. Editorial releases promoting the competition will include the names of underwriters if known by deadline.

INVESTMENT FROM UNDERWRITERS

Each underwriter is asked to invest \$5,000 per year to help cover the costs of prize monies and plaques. The SATW Foundation requests an initial commitment of three years.

Besides assistance in funding the annual prizes, the Foundation is seeking contributions to build an endowment that will assure continuation of the competition, expansion to recognize more new media work and increases in some prize monies. We will be happy to discuss various donation opportunities.

CONCLUSION

This is the perfect investment opportunity for corporations or organizations to connect with current travel journalists — the best in the field. The SATW Foundation Lowell Thomas Travel Journalism Awards depend heavily on supporters understanding the importance of its mission: Recognizing excellence in travel journalism. Becoming an underwriter of these prominent awards will align your organization with these goals.

Thank you,
Society of American Travel Writers Foundation

The SATW Foundation is governed by a 22-member board of directors, composed of outstanding members of the Society of American Travel Writers, both travel journalists and public relations representatives for travel-related entities. The board meets once a year. Directors elect Trustees, who serve as officers and advisers for ongoing operations, coordinating with an administrator overseeing day-to-day operations. All associated with the Foundation are volunteers serving without compensation.