

beyondberut

beyondberut

Lead, Sustain, Engage...

Sponsorship Package

2011

Beyond Beirut is a Lebanese non-governmental organization (registration number 1204) with a mission to encourage the development of experiential tourism **beyond the city limits of Beirut** as a means for sustainable economic development in rural Lebanon.

Vision and mission attached. In appendix 1- Beyond Beirut profile.

First Year Beyond Beirut activities- 2011:

Beyond Beirut has just obtained a funded matching grant from the United States Agency for International Development; ACDI/ VOCA. This grant is a fixed contribution to the development and capacity building of Beyond Beirut NGO and extends from April 2011 to September 2011.

Beyond Beirut is inviting private sector partnership for its tourism support initiatives to develop quality services in rural areas and to implement its' campaign start up.

A. The three main promotional channels of Beyond Beirut are:

- 1- The Annual National Forum for Sustainable Tourism Development (On October 5th, 2011 in UNESCO Palace- Beirut): This *Lebanese Sustainable Tourism Forum* is the first of its kind to promote dialogue and linkages among local tourism stakeholders, involving entrepreneurs and municipalities in rural areas and between local and national tourism stakeholders, trying to expand sustainable tourism across the value chain to all regions of Lebanon.



- 2- The Beyond Beirut website (www.beyondbeirut.com): An online portal promoting Beyond Beirut values and supporting Beyond Beirut goals while bridging rural communities with the world wide web.



- 3- The magazine (“Lebanon Traveler”): “Lebanon Traveler” is committed to promoting the values of Beyond Beirut and Hospitality News Middle East. Lebanon Traveler reveals latest international tourism trends, presents updated statistics, carries in-depth interviews and relays rarely known information on Lebanese hot spots, alternative tourism destinations and rural communities. Lebanon Traveler, a quarterly publication with 5000 copies distributed to hotels, restaurants, embassies, cultural centers, municipalities, rural communities and the ministry of Tourism information office will be sold in major bookshops. The first was launched on June 29th, 2011. (Attached)



B- Brand development activities: Beyond Beirut is targeting specific local communities to initiate destination development activities. (The federation of the municipalities of the Jezzine area has recently engaged in a destination development initiative with Beyond Beirut.)



Sponsorship opportunities

By sponsoring Beyond Beirut you will not only be supporting local communities or marginalized areas but you will also be making an impact on preserving our nation's cultural and natural heritage, and therefore the identity of our ancestors and the next generations.

In sponsoring Beyond Beirut you gain exposure in the following Beyond Beirut channels:

Name & Amount	Lebanon Traveler Magazine Advertising	BB Website/ Diaspora Network	The NGO Newsletter	Regional Quality Tourism Activities	Annual Sustainable Tourism Forum	Press
Diamond USD 25000	- 1st or Center Double Spread in 2 Issues - Logo in Prime Location in Magazine Launch Event	-Home page Full Top Banner -Forum Sponsors Page	-Logo in prime Location in 4 issues	-Logo on all Banners & Publications - Prime Location -Corporate banner space on platform	Logo prime location in Backdrop Logo Prime location on BB Banners Prime Logo in Signage Public Thank You Leaflets in folders Exhibition Space 5 invitations -Corporate banner space	<i>Achieved with the contribution of ...</i>
Ruby USD 15000	-Back Cover or double page spread in 2 Issues - Logo in sub location in Magazine Launch Event	-Home page Half side banner -Forum Sponsors Page	-Logo in sub location in 4 issues	-Logo on all Banners & Publications Prime Location -Corporate banner space	Logo Sub location in Backdrop Logo Prime Location on all BB Banners Prime Logo in Signage Public Thank You Leaflets in folders Exhibition Space - Corporate banner space - 5 invitations	<i>Supported by...</i>
Platinum USD 10000	-Full Page in 2 issues	-Home Page ¼ banner -Forum Sponsors Page	-Logo in sub location in 2 issues	- Corporate banner space on platform	-Logo Sub Location on all BB Banners Prime Logo in Signage Public Thank You Leaflets in folders Exhibition Space Corporate Banner Space - 5 invitations	<i>Supported by...</i>
Gold USD 5000	-Post event editorial coverage	-Home Page ¼ banner -Forum Sponsors Page	x	X	Prime Logo in Signage Public Thank You Leaflets in folders 2 Tables in Exhibition Space 5 invitations Participation in round table -Representative on Panel	<i>Thanks to...</i>
Silver USD 3000	-Post event editorial coverage	-Forum Sponsors Page	x	X	Prime Logo in Signage Leaflets in folders 1 table in exhibition space 3 invitations Representative on Panel	<i>Thanks to...</i>
Bronze USD 1500	x	-Forum Sponsors Page	x	x	Leaflets in folders 1 table in exhibition Space 2 invitations	<i>Thanks to...</i>

In sponsoring Beyond Beirut you would be making a change in the livelihood of:

Women in the rural areas, mainly (1) the network of Dhiaffee, women and small family owned hotels and guest houses and other lodging facilities like camping, (2) the provision providers for dining and accommodation facilities

The local youth in the rural areas could benefit from generating income without being forced to displace in search of economic opportunities. Providing tourism services like local guides, nature reserve guards and other services indirectly related to tourism traffic like mechanics, facility management, laundry...etc.

We note here that Beyond Beirut is working on monitoring and evaluating its activities as in parallel to its implementation. Although this is a continuous challenge for all regional tourism development worldwide.

In sponsoring Beyond Beirut you would support Natural and Cultural Heritage conservation and the development of the economy as a whole;

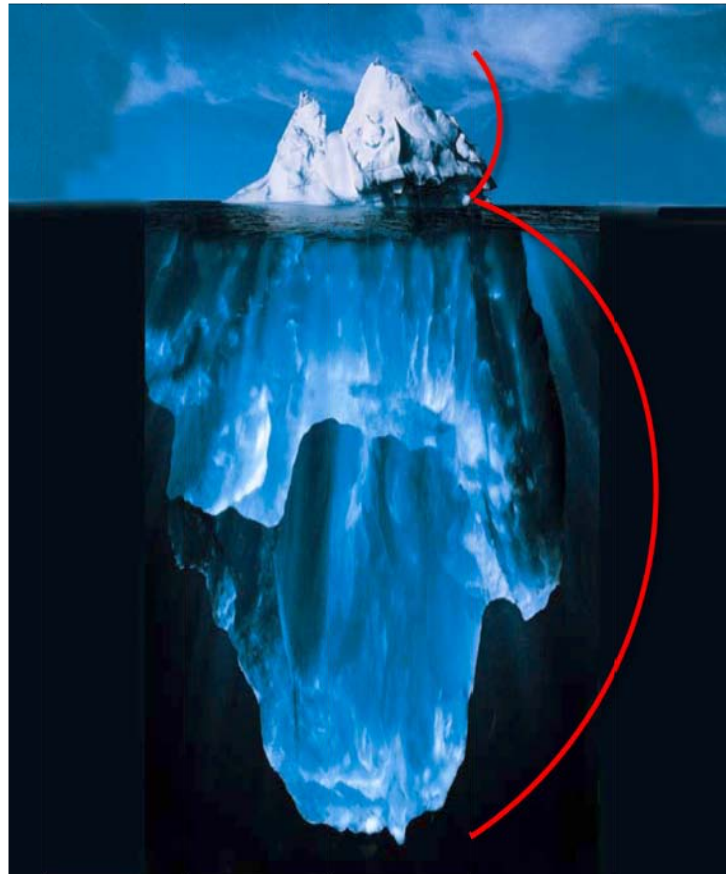
By supporting the tourism industry Beyond Beirut activities supports the development of the whole industry and the development of linkages across the value chain. Which will positively affect most industries.

Travel and tourism industry (direct impact)?

Housing, entertainment, dining, transportation, handicrafts, and other related services.

The impact of travel and tourism on the economy (indirect effect)?

Construction, printing and publishing, concrete, utilities, financial services, furniture and equipment suppliers, food/agriculture, security, management, ship building, providing drinks, iron and steel, aircraft, wood, mining and chemicals, textiles, suppliers, gas / oil, plastic, sanitation, clothing, car rental, manufacturing, metal products, computers, the development of resorts, wholesale trade, and laundry services.



Appendix 1:

Beyond Beirut Vision

To transform tourism in areas **beyond the city limits of Beirut** into models for superior hospitality and community development and economic expansion

Beyond Beirut goals:

- To create awareness of the importance of tourism beyond the city limits of Beirut as an economic driver.
- To promote rural tourism as a means for sustainable economic and community development
- To introduce and support the concept of destination development
- To empower communities with the means and tools to actively develop their assets
- To enhance job creation and retention
- To conserve natural and cultural heritage
- To enhance quality of tourism service
- To encourage business to business linkages as an essential potential for economic growth
- To encourage public/private partnerships
- To develop, sustain and expand an integrated network of marketing channels to create a pull demand for tourism in areas beyond the city limits of Beirut
- To engage the Lebanese diaspora in supporting their country of origin

Five year milestones and plan and Financial Forecast for 5 Years:

For greatest impact, Beyond Beirut needs to leverage current efforts into a full-scale campaign to develop critical linkages, marketing reach, and capabilities

- 1** **Connections across the industry value chain**
- Link fragmented industry players
 - Achieve economies of scale of scope
 - Create industry co-opetition



Immediate

Long-term

- 4** **Destination stewardship**
- Organize major events (e.g., music, sports)
 - Advise on market positioning
 - Advance sustainability efforts



- 2** **Establish compelling destination brand**
- Build compelling brand for target markets
 - Clear concept and themes
 - Achievable expectations
 - Establish broad reach and influence



Strategic

Tactical

- 3** **Build industry capabilities**
- Training programs for employees and managers
 - Quality control system (e.g., evaluation of star ratings)



SOURCE: Team analysis

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