

IMAGINE    EXPLORE    DISCOVER    CHANGE

## Be Recognized as a Leader in the Sustainable Travel Industry

### As Global Travel Goes Green, Be Seen.

Travel Matters is an online travel philanthropy program, facilitating donations to non-profits internationally. Travel Matters permits travelers to select an organization in the country they are visiting and make a donation that will make a difference to the environment, wildlife, and people there. We invite you to become part of our community.

By becoming a Travel Matters Corporate Partner, you will be recognized as a business leader in the travel sector and a frontrunner in the sustainable travel movement.

The Travel Matters Corporate Partnership Program is designed to raise consumer awareness of companies with a commitment to sustainable business practices and travel philanthropy.

We offer a high caliber turnkey program designed to raise visibility of Corporate Social Responsibility (CSR), help consumers make educated decisions, and recognize outstanding travel-related companies. Our multifaceted marketing channels include website exposure, blog, press, newsletter and button marketing.



## COMMIT RESPOND TRAVEL SUSTAIN

### Corporate Travel Philanthropy

Through participation in the **Travel Matters Corporate Partnership Program**, your company will reach affluent travelers, decision makers, and influencers who are members of our exclusive community.

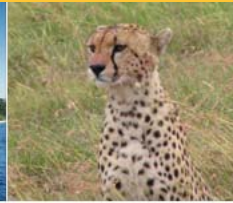
These consumers are conscious supporters of brands that exemplify their values. They recognize the impact of their travel spending based upon environmental and ethical standards of the companies from which they purchase.

According to a 2004 survey of more than 400 "opinion elites" by *APCO Worldwide*, "people's consumption patterns are influenced by corporate social responsibility efforts."

"Positive CSR information led 72% of the respondents to purchase a company's product or services and 61% to recommend the company to others. Conversely, negative CSR news led 60% to a boycott a company's products and services," reported in *Source Watch*.

Never before have companies been under such critical scrutiny of the way in which they conduct business. There has been a significant increase in the expectations of consumers in regard to their companies' commitment to socially responsible business practices.

– Harvard Business School



INSPIRE    SUPPORT    IMPACT    CONTRIBUTE

## How Can Travel Matters Help Your Company Achieve CSR Goals?

Our Corporate Partner program is designed to complement current marketing efforts to promote your company's commitment to ethical and environmental standards.

### Corporate Partnership Program

- 10 opportunities for corporate partners
- Positions partners as frontrunners/contributors in the sustainable travel movement/market
- Category exclusivity

### Corporate Benefits:

- Enhanced CSR profile, through unique sponsorship experience offering access to affluent travelers
- Green PR coverage: Our last press release on the [Travel Matters](#) programs earned the number 1 spot in Google News for "Travel Philanthropy," for two straight weeks
- Exposure on our website- dedicated page on our web site in the [Travel Matters](#) sponsor section (1,100 unique visitors per month)
- Traffic from other leading travel related companies that are also partners
- Credit for facilitating donations to NGO's worldwide making a difference to environmental preservation, community development, wildlife, health and youth
- Title ad on Elevate Destinations blog for 6 months; mention in copy as sponsor with link to company website
- Feature in 1 Elevate Destinations monthly newsletter (circulation 1,600)
- Promotional rights to use [Travel Matters](#) Corporate Partner name and logo in press and advertising efforts

### Travel Matters receives:

- Button/link featured prominently on your company's website on corporate partner, CSR, or checkout page



DEDICATE POSITION CAUSE BENEFIT

### About Us:

Elevate Destinations is a high-end travel philanthropy company that donates a percentage of profits to NGOs making a difference in the countries we visit. We also organize and conduct donor tours for international non-profit organizations.

As Elevate launches the **Travel Matters** program, we are increasingly mindful of corporate social responsibility issues. Our commitment to improving the lives and environment of the regions to which we travel is intertwined with our core values. Corporate Social Responsibility is inseparable from our brand, and we look forward to recognizing your company as a leader in the field.

Learn more at <http://www.elevatedestinations.com>.

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