



Sports ETA

SPORTS EVENTS & TOURISM ASSOCIATION



Membership Rate Increase

Effective January 2022



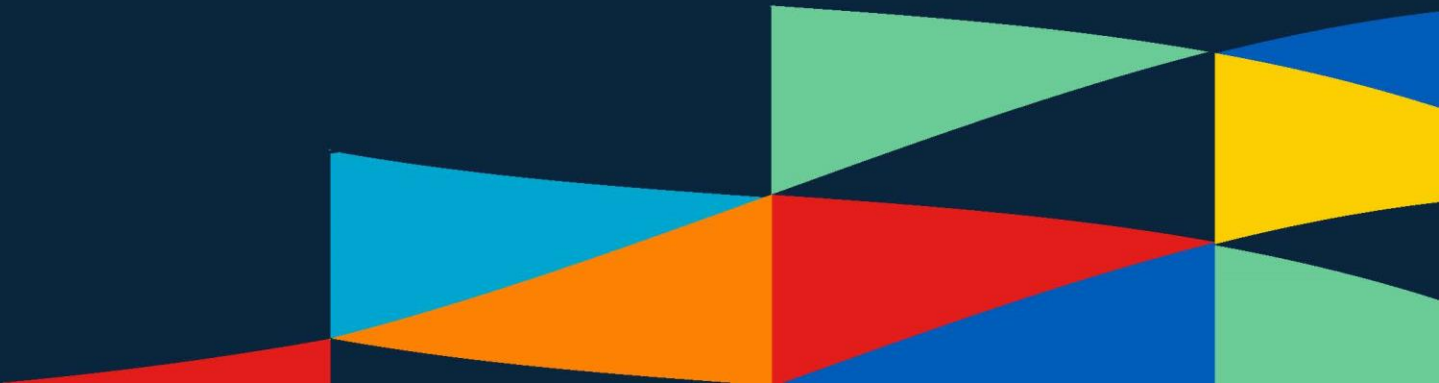
What We'll Cover

🚩 Situation Analysis

🚩 Historical Review

🚩 New Rate Rationale

🚩 New Rates



Situation Analysis

Since 1992, the association has only increased membership rates once:

- In 2010, Destination and Industry Partner rates were increased from \$700 to \$795
- Rights Holder dues were established in 1993 at \$100



Situation Analysis Continued

- Only one dues increase in nearly 30 years, while cost increased annually
- Variety of membership choices based upon value desired
- Association created significant value in all 4 EARN pillars
- Added Women's Summit, Facilities Summit, Chief Executive Summit, SportsBIZ XChange events, Sports Tourism Learning Institute (STLI), and the Sports Tourism Research Institute (STRI)
- Provides new investment income for pillar expansion of services
- Governance team fully on-board with increase

Historical Review

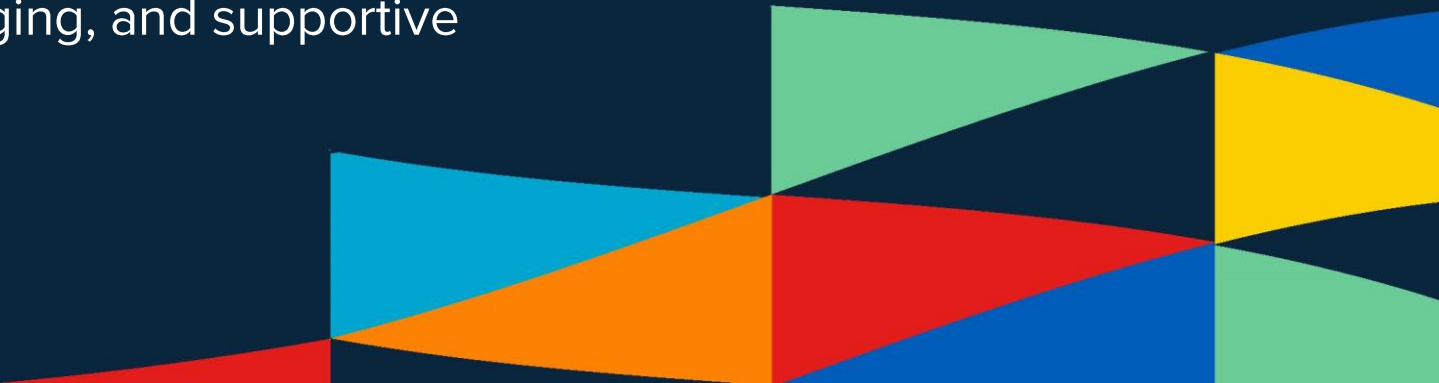
Supporting Research

Membership value has increased significantly in the last 5 years to justify a rate increase

EARN pillars:

- Education - Sports Tourism Learning Institute (STLI), CSEE to STS designation transition, State of the Industry Report, Sports Events Entertainment Network (SEEN)
- Advocacy – U.S. Center for SafeSport partnership, staff travel to member organizations/meetings, Event Impact Calculator, #SportsTourismStrong
- Resources – Sports Tourism Research Institute (STRI), COVID-19 Hub, Economic Stimulus Resources, Back to Play Resources, Playeasy and Threshold 360 partnership, Event RFP Database
- Networking - Expanded events (Women’s Summit, Facilities Summit, Chief Executive Summit, 4S & Rights Holder Summit, SportsBIZ XChange, Symposium), Community groups

Members are more engaged, encouraging, and supportive of the direction of the Association



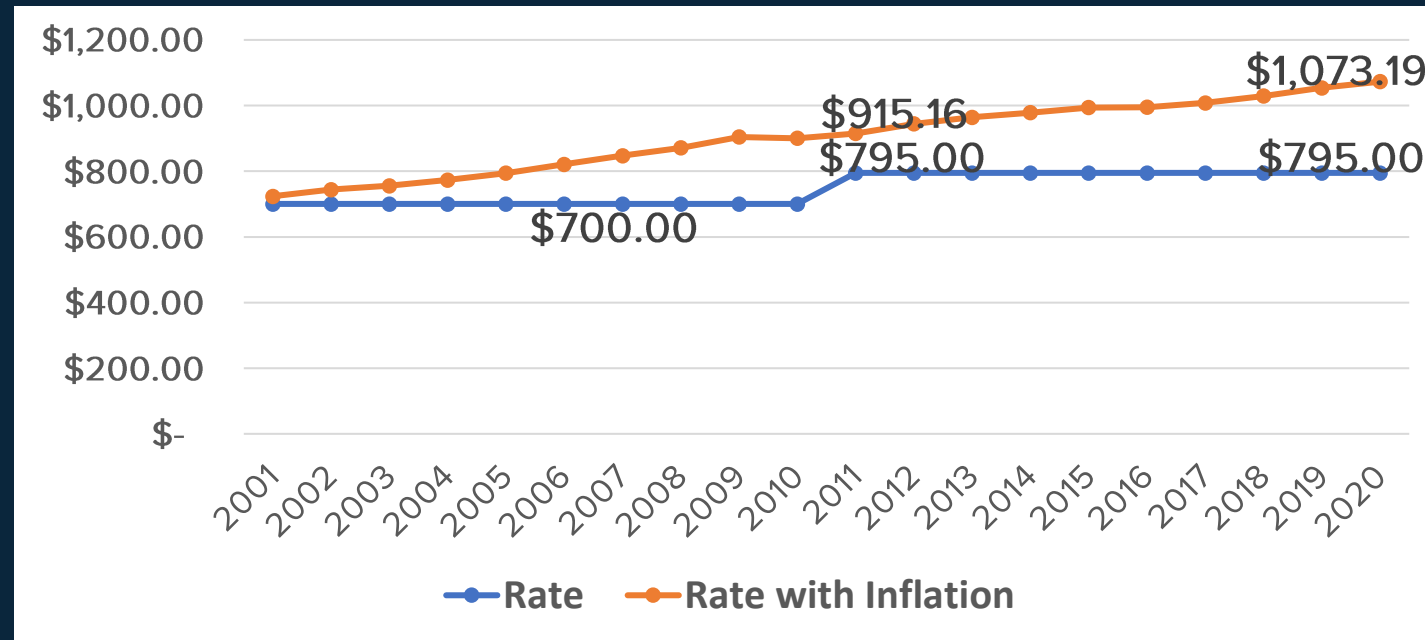
New Rate Rationale

Research Proves It.

- Only one rate increase since 1992 (Destinations and Industry Partners)
- Rights Holders rate has remained the same (\$100) since 1993

Inflation Justifies It.

- Destination member price – past 20 years with inflation



Value Demands It.

- EARN pillars

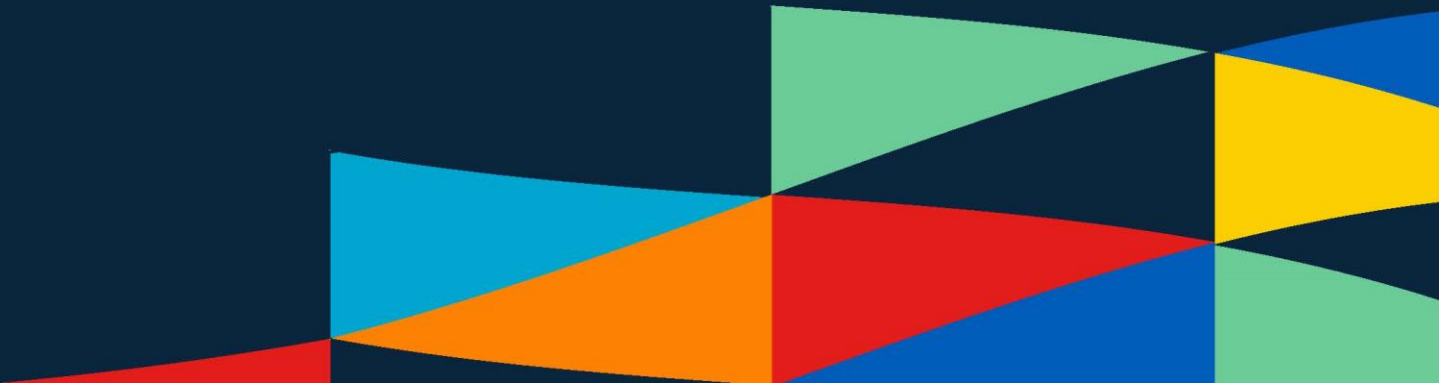
New Rates

➤ Effective January 2022:

➤ Destinations – \$1,195/organization

➤ Industry Partners - \$1,195/organization

➤ Rights Holders - \$250/organization



Questions?

[Contact your Sports ETA Board of Directors.](#)

