



Mastering Sponsored Travel

SYLLABUS

Module 1: Sponsored Travel 101

Lesson One: What is sponsored travel?

Welcome

What is Sponsored Travel

Benefits of sponsored Travel

Who is sponsored travel for?

What is your big why?

The importance of Mindset

Assignment 1: Big Why Worksheet

Assignment 2: Make a vision board

Assignment 3: Mindset Quiz

Lesson Two: What is a Sponsor?

Types of sponsors

How do you attract sponsors

Choose a Niche

Blog

Social media channels

Deliverable: Worksheet to decide your niche

Bonus: Social media channels and statistics of users (chart) (space to write notes)

Module 1: Notebook broken down in lessons

Lesson Three: Expectations

What do sponsors expect from you?

Numbers

Engaged following

Wide Reach

Professionalism

Personality: does it support their brand?

What should you expect from them?

Assignment: Check sheet - Top Tips for growing each channel

Module 2 – Preparing for your first sponsorship

Lesson One: The importance of networking

The importance of networking

Meetups

Chamber of Commerce events

Tourism boards

Knocking on doors

Conferences and industry events

Which ones?

Connecting with other bloggers

Facebook groups

Don't be afraid to ASK

Deliverable: Facebook Groups for Bloggers Excel Sheet

Lesson Two: Type of Sponsorships

Personalized Sponsorships vs Press Trips

How to land a press trip

What's included?

How to land a personalized sponsorship

What's included?

Secure additional coverage

When to pitch for a guest post

Assignments: List 5 blogs you would like to guest post for

Write a practice pitch letter to guest post for a blog within your niche

Deliverables:

Guest Posting Pitch

List of International Tourism Boards

List of United States Tourism Boards

Travel bloggers that accept guest posts

List of Magazines that accept blogger articles

Photography blogs that accept guest bloggers

Stock Photography sites that accept photos from freelancers

Food blogs that accept guest blog posts

Module 4 – Landing your first sponsorship

Lesson One: After your Yes

You got a yes. What's next?

Follow up

Thank you email

Designing your contract

What is a media marketing agreement and why is it so important?

Is it legally binding?

Sign before you book your travel!

Print copies and bring with you

Template: what to include

Pre-trip publicity

Bonus: Thank you template

Bonus: Media agreement template

Bonus: Pre-publicity post examples

Assignment: Fill Out and personalize the media agreement

Lesson Two: You've Arrived

Now what?

Setting up meetings.

Delivering on your promises

Canceling sponsorships

Staying professional

What if the sponsor doesn't deliver?

Schedule downtime! Taking care of yourself

Deliverable: Download self-care template

Assignment: Write a journal entry or note to yourself as a pep talk (canva) (imagine you've just arrived at your first sponsored travel assignment. You're tired, scared and maybe a little overwhelmed. Write yourself a pep talk or love letter encouraging yourself to be grateful for this trip, reminder to stay calm and take care of yourself.)

Module 5 – The Follow Up

Lesson One: The Perfect Review

Thanks!

Write the review

Your Voice

Read Other Reviews For Inspiration

Take notes

Details are important

Activity/Tour Details

Restaurants Details

Hotel/Resort Details

Photos

Posting

Follow Up

Send the link

Deliverable: Download the example review

Homework: Imagine you've had your sponsored stay now write the review in your own voice.

Lesson Two: Wrap Up

Stay the course

Stay Positive

Believe in your dreams

Deliverable: Download, "16 Ways To Monetize Your Blog".

Module 3 – The Perfect Pitch

Lesson One - Preparing for your Pitch

Research

Other reviews

Fits your niche

Who to contact

Understand a Sponsor's Needs

Sponsors have a budget

Timing is everything

Bonus: Fillable template to track potential sponsors

Bonus: Interview with Tracy Key director of Public Relations for Marriott SE Asia

Bonus: Follow up email to a pitch with no response

Bonus: Reply email of acceptance sample

Bonus: Reply email of a rejection sample

Assignment: Fill in the template I've provided with the potential sponsors you would like to pitch to.

Assignment: Create a fictitious or real follow up email for the acceptance, no response, and rejection scenarios.

Lesson Two: The Pitch Letter

What is a pitch letter

Elements of a perfect pitch letter

Get Ready to Pitch

Be reasonable

Dealing with rejection

Numbers game

Following up

Bonus: Pitch letter template for Hotels/Restaurants/Tours/Tourism Boards

Follow up pitch letter to a sponsor who declines because of timing

Assignment: Create either a fictitious or actual pitch letter to a sponsor

Assignment: Create either a fictitious or actual follow up pitch letter to a sponsor who declined because of timing

Lesson Three: Your Media Kit

What is a Media Kit

Why you need a Media Kit

What should be included in a Media Kit

Bonus: Media Kit Templates

Assignment: Create your own media kit