



2024

# GLOBAL PARTNER PROSPECTUS



EXPAND YOUR REACH  
SUPPORT INDUSTRY CREATORS  
CELEBRATE INDUSTRY INNOVATION

# WE ARE TEA

## ABOUT TEA

The Themed Entertainment Association (TEA) is an international non-profit association representing the world's leading creators, developers, designers, and producers of compelling places and experiences - worldwide.

It is our mission to provide a safe, diverse place for members to enjoy unmatched professional growth and education, and to form new friendships and partnerships.

TEA encompasses a community of more than 800 member companies and 900 individual members in 40+ countries. Members of the TEA include multi-disciplinary, passionate professionals, including:

- DESIGNERS
- PRODUCERS
- CONSULTANTS
- VENDORS/SUPPLIERS
- DEVELOPERS
- OWNERS/OPERATORS
- ENGINEERS
- ACADEMIC INSTITUTIONS
- STUDENTS
- EDUCATORS
- ARTISTS
- CONTRACTORS/FABRICATORS

Top: Shanghai Astronomy Museum; Bottom: Disney's Main Street Electrical Parade  
Front Page: Universal Studios Beijing

All events and branding opportunities are subject to change. Reserve yours today!



# GLOBAL PARTNERSHIP

Global partnership is the best way to demonstrate your support of TEA's mission and membership through support 365 days a year.

Simply put, the TEA would not be able to sustain its operations and industry impact without the support of its Global Partners. Our partners make it possible!

Global Partnership provides opportunities to build your brand awareness month after month, across a variety of programs and events online and all over the world.

This annual program is your vehicle to get in front of thousands of industry professionals each month and be showcased throughout the year at events.

## BENEFITS OF GLOBAL PARTNERSHIP

- **ONE DECISION FOR 12 MONTHS OF VISIBILITY, ENGAGEMENT, AND EXPOSURE**
- **ELIMINATE FOMO (FEAR OF MISSING OUT)**  
GLOBAL PARTNERSHIP PUTS YOUR COMPANY IN THE MIX AT ALL OF THE CAN'T MISS TEA EVENTS
- **CO-BRANDING YOUR COMPANY WITH TEA AND THE INDUSTRY IT SUPPORTS AND CELEBRATES**
- **VIP TREATMENT AT EVENTS AND ADDITIONAL EXCLUSIVE OPPORTUNITIES**
- **MUCH MORE!**

\*For additional information, please contact TEA:  
[chloe@teaconnect.org](mailto:chloe@teaconnect.org)



Top: Shanghai Astronomy Museum; Bottom: The Irish Racehorse Experience (at The Irish National Stud)

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# BECOME A TEA PARTNER

## AS A PARTNER, YOU WILL:

- Initiate and develop meaningful relationships that can lead to long-lasting partnerships and revenue.
- Gain exposure and visibility for your company and brand.
- Meet decision makers and key influencers in the industry.
- Gain access to the world's leading themed entertainment industry creators, developers, designers, producers, and more!
- Gain recognition as a supporter of the creators of immersive destinations and experiences.
- Meet valuable new contacts, strengthen existing relationships, and seal those critical deals.

## DON'T JUST TAKE OUR WORD:

"I felt tremendous support and appreciation from members who went out of their way to connect on a personal level. I am leaving the event with many new relationships that I can follow up with to explore where / how my company fits within the industry."

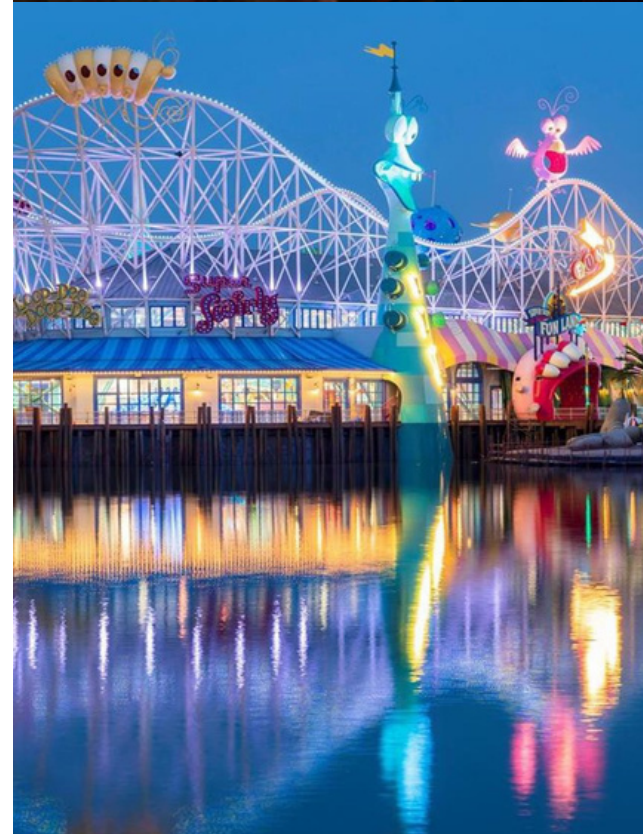
- TEA 2023 Event Sponsor

"It truly was an inspirational experience. A room full of industry leaders sharing and caring for the future of designing experiences and the diverse group of individuals who create it."

- TEA 2023 Event Attendee

"Being part of TEA is the best way to learn more about new ideas and attractions in the themed entertainment industry. What an amazingly creative industry. I feel lucky to be a part of it."

- 2023 TEA Member



Top: Underlandet; Bottom: Universal Studios Beijing

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# EVENTS & NETWORKING

Explore the different ways you can showcase your brand to TEA professionals and industry decision-makers. Our personalized partnership opportunities ensure that your brand appears onsite and online in ways that mean the most to your company.

## TEA SIGNATURE EVENTS

- THEA AWARDS GALA
- SATE  
(STORYTELLING + ARCHITECTURE + TECHNOLOGY = EXPERIENCE)
- INSPIRE  
(FORMERLY SUMMIT & CASE STUDIES)
- INSPIRE LEADERSHIP FORUM

## INDUSTRY PARTNER/TEA EVENTS

- TEA @ IAAPA EXPO EUROPE
- TEA @ IAAPA EXPO ASIA
- TEA @ IAAPA EXPO ORLANDO
- LEISUREUP BY MAPIC
- SAUDI ENTERTAINMENT & AMUSEMENT EXPO
- AMERICAN ALLIANCE OF MUSEUMS

## TEA DIVISION EVENTS

- MIXERS
- TEA MEETS
- TEA EXPLORES
- SPEED NETWORKING
- TEA HUBS
- AND MORE!

Top: Jurassic World Adventure at Universal Studios Beijing; Bottom: Absurdities Vol. 1, Andsoforth

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# REACH YOUR AUDIENCE

## PARTNERS SEE ROI

- 37,000+ SOCIAL MEDIA FOLLOWERS (FACEBOOK, INSTAGRAM, LINKEDIN, X/FORMERLY TWITTER, AND YOUTUBE)
- 16,000+ UNIQUE MONTHLY WEBSITE VISITORS
- 27,000+ MONTHLY WEBSITE PAGE VIEWS
- 13,000+ EMAIL SUBSCRIBERS

## TEA MEMBERS SPAN THE GLOBE

- 900+ MEMBER COMPANIES REPRESENTING 20,000+ THEMED ENTERTAINMENT INDUSTRY PROFESSIONALS
- 800+ STUDENTS & EDUCATORS
- 40+ COUNTRIES REPRESENTED
- FOUR DIVISIONS  
ASIA PACIFIC  
EASTERN NORTH AMERICA  
EUROPE & MIDDLE EAST  
WESTERN NORTH AMERICA

Top Right: QUAKE - Lisbon Earthquake Center; Bottom Right: Particle Ink: Speed of Dark  
Bottom: Universal Studios Beijing



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# OPPORTUNITIES & SOLUTIONS

## ATTENDEE LISTS

Access a pre-event list of registered attendees, including name, title, and company, so you can plan who you want to connect with at TEA Signature Events.

## TEA WEBSITE & ADS RECOGNITION

Advertise your brand directly to TEA website visitors through website ad placement, recognition on event pages and online registration forms.

## TEA BLOG POST

Demonstrate your company's thought leadership through a post on TEA's blog.

## ONLINE TARGETED MESSAGING NEW

Access TEA's website visitors through retargeted online marketing, strategically showcasing your company's product or service directly. TEA will guarantee a minimum number of impressions!

## THE TEA TELL

Gain exposure through TEA's weekly member email communication, circulated each week to approximately 5,000 themed entertainment industry professionals.

## TEA CAREER CENTER

Post jobs, search resumes & manage applications through TEA's Career Center.

## TEA NEXTGEN

Support students and emerging professionals connecting to our industry, TEA, and TEA members. Encourage exposure to the wonderful opportunities our industry has to offer.

Left: How to Train Your Dragon: Untrainable at Universal Studios Beijing; Middle: The Irish Racehorse Experience (at The Irish National Stud); Right: Chasseurs de Tornades



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# OPPORTUNITIES & SOLUTIONS

## STAGE TIME

Enhance your visibility through company representative stage time at TEA Signature Events.

## PRINTED ADVERTISEMENTS

Increase your reach through print ads included in printed programs at select TEA Signature Events. Companies design and provide an ad marketing their company, a specific service, or a product.

## REPRESENTATION

Expand your network by participating in TEA Signature Events using complimentary registrations and tickets.

## SIZZLE REELS

Showcase what your company can do through a sizzle reel that demonstrates what it's most proud of, and/or what it has to offer.

## GLOBAL PARTNER WEBINARS

Boost your brand recognition through participation in TEA's global partner webinar(s) where your company representative is given the opportunity to share information about your company and position itself as a thought leader in the industry.

## TEA MASTERS OF THEIR CRAFT NEW

Support the TEA Masters of Their Craft Initiative to help provide an enduring opportunity to recognize and celebrate those whose skills epitomize the highest standards within their disciplines and who have used those skills to advance their field and the themed entertainment industry.

## CUSTOM EMAIL SIGNATURE GRAPHIC NEW

Share your support for and partnership with TEA through a custom-designed and co-branded email signature graphic provided by TEA for your use in your company email signature.

Left: Star Wars: Galactic Starcruiser; Middle: Beaudry Interactive; Right: JUMP by Limitless Flight



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# GLOBAL PARTNER BENEFITS

	PREMIER \$60,000	INNOVATION \$25,000	BREAKTHROUGH \$10,000
<b>DIGITAL MARKETING &amp; COMMUNICATIONS</b>			
Recognition in The TEA Tell, TEA's weekly email newsletter	Logo	Logo	
Utilization of online targeted marketing to promote a mutually agreed upon sponsor product or service with a guaranteed number of impressions to TEA website visitors via retargeting	40,000 Impressions	15,000 Impressions	
Banner ad on the <a href="#">TEA All Events webpage</a> - the second most visited page on the TEA website	60 days	30 days	
Opportunity to post a <a href="#">TEA Blog</a> profile article (up to 2,000 words)	●	●	
Recognition on the <a href="#">TEA website – home page</a>	Logo		
Global Partner Webinar participation	●	●	
Co-branded and custom designed email signature graphic	●	●	●
Recognition on the <a href="#">TEA website – Global Partner page</a> - with the partner company logo hyperlinked to the partner company website	Logo	Logo	Logo
<b>THEA AWARDS GALA 16 MARCH 2024</b>			
Tickets to the 30th Anniversary Thea Awards Gala	10	2	1
Premium seating at the Thea Awards Gala	●		
Sizzle Reel at the Thea Awards Gala	●	●	
Advertisement in the Thea Awards Gala Program (print copy provided to all Gala attendees & digital version on TEA website)	Full Page	Half Page	Quarter Page
Recognition on the Thea Awards Gala registration page	Logo	Logo	
Recognition on the Thea Awards Gala email promotions	Logo	Logo	
Recognition on the Thea Awards Gala Step and Repeat	Logo	Logo	
Access to the opt-in pre-event participation list (company name, attendee name, and attendee title only)	●		
<b>INSPIRE LEADERSHIP FORUM 13-14 MARCH 2024</b>			
Ticket(s) to TEA INSPIRE Leadership Forum	2	1	
Recognition on the INSPIRE Leadership Forum event registration page	Logo	Logo	
Recognition on INSPIRE Leadership Forum email promotions	Logo	Logo	
Access to the opt-in pre-conference participation list (company name, attendee name, and attendee title only)	●		

GLOBAL PARTNER BENEFITS CONTINUED ON THE NEXT PAGE

*\*Various deadlines apply for the fulfillment of ALL partner benefits listed above. Provision of all listed benefits are dependent on partner sign-up date and adherence to associated deadlines.*

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# GLOBAL PARTNER BENEFITS

	PREMIER \$60,000	INNOVATION \$25,000	BREAKTHROUGH \$10,000
<b>INSPIRE</b> 14-15 MARCH 2024			
Ticket(s) to TEA INSPIRE	4	2	1
Recognition on the INSPIRE event registration page	Logo	Logo	
Recognition on INSPIRE email promotions	Logo	Logo	
Sizzle Reel at INSPIRE	●	●	
Recognition on the INSPIRE Step and Repeat	Logo	Logo	
Access to the opt-in pre-conference participation list (company name, attendee name, and attendee title only)	●		
<b>SATE: ASIA, EUROPE, NORTH AMERICA</b>			
Ticket(s) to the SATE conference of your choice	3	2	1
Recognition on all SATE conference registration pages	Logo	Logo	
Recognition on SATE email promotions	Logo	Logo	
Sizzle reel at all SATE conferences	●	●	
Access to the opt-in pre-conference participation list for all SATE events (company name, attendee name, and attendee title only)	●		
<b>TEA @ IAAPA EXPOS: ASIA, EUROPE, ORLANDO</b>			
Sizzle reel at TEA Exhibit Booth at all IAAPA Expos	●	●	●
Recognition on all TEA @ IAAPA Expo mixer registration pages	Logo	Logo	
Recognition on all TEA @ IAAPA Expo mixer email promotions	Logo	Logo	
Recognition at TEA Exhibit Booth at all IAAPA Expos	Logo	Logo	Logo
<b>TEA ANNUAL MEMBER MEETING</b>			
Mention and thank you at TEA Annual Member Meeting by TEA International Board President or other designated TEA Leader	●	●	●
Recognition on table tent card at Member Meeting	Logo	Logo	Logo
Ability to provide a promotional item at each chair during the Annual Member Meeting Breakfast (partner provided)	●		
Recognition on slides at the Annual Member Meeting	●	●	●
<b>WORKFORCE DEVELOPMENT</b>			
Job Posting on TEA job Board	5	3	2
Featured Employer Profile on Job Board	180 days	90 days	30 days

\*Various deadlines apply for the fulfillment of ALL partner benefits listed above. Provision of all listed benefits are dependent on partner sign-up date and adherence to associated deadlines.

All events and branding opportunities are subject to change. Reserve yours today!



# NEXTGEN INITIATIVE GLOBAL PARTNERSHIP

## TEA NEXTGEN INITIATIVE

**\$7,500**

TEA is passionate about supporting those who are finding their way in the themed entertainment industry. The NextGen Initiative Global Partnership is a prime opportunity to demonstrate your support of these key TEA activities and support for the next generation of themed entertainment professionals all year long.

TEA's NextGen initiative helps students and recent graduates find their way into the themed entertainment/visitor attractions industry and facilitates YOUR opportunity to recruit from this fresh talent pool. TEA NextGen also works with academic institutions to foster the creation of themed entertainment curricula. Universities and colleges may create TEA student clubs under the TEA NextGen umbrella.

Support for the NextGen Initiative will help to break down financial barriers faced by students and recent graduates that are interested in participating in TEA Signature Events.

You'll provide NextGen Scholarship opportunities\* including complimentary registration and travel expense support provided for all TEA Signature Events including:

INSPIRE | Thea Awards Gala | SATE Asia | SATE Europe | SATE North America

## BENEFITS OF NEXTGEN INITIATIVE GLOBAL PARTNERSHIP

- Recognition on the [TEA website – NextGen page](#) - with the partner company logo hyperlinked to the partner company website for all of 2024
- Recognition in NextGen email promotions throughout 2024
- Support for the NextGen Asia Design Challenge including recognition in email promotions, provision of monetary awards for Design Challenge winners, and recognition in the Design Challenge InPark press release.
- Recognition and appreciation at the TEA Annual Member Meeting including verbal recognition by TEA leadership and logo recognition in the Annual Member Meeting presentation
- Opportunity to participate in NextGen programming at SATE North America
- Two job postings on the TEA job board

**NextGen Initiative Global Partnerships are limited to six partners. Reserve yours today!**

\*The number of scholarships offered is dependent on the actual amount committed by NextGen Partners. TEA will utilize partner funding to maximize the number of opportunities and value of scholarship offerings available to NextGen participants.

\*\*Scholarship application and selection process managed through TEA HQ

# MASTERS OF THEIR CRAFT GLOBAL PARTNERSHIP

## TEA MASTERS OF THEIR CRAFT

**\$25,000**

The TEA Masters of Their Craft initiative recognizes the achievements of individuals - the artists, writers, producers, engineers, and craftspeople with distinguished careers who've made significant and enduring contributions to the industry through their innovation, leadership, and expertise.

A small number of individuals are recognized annually, joining and adding to the impressive classes of TEA Masters selected each year since the inception of the program in 2018. Support for the TEA Masters of Their Craft Initiative will help to provide for an enduring opportunity to recognize and celebrate those whose skills epitomize the highest standards within their disciplines and who have used those skills to advance their field and the themed entertainment industry.

[Click Here](#) to learn more about the TEA Masters of Their Craft Program.

## BENEFITS OF THE MASTERS OF THEIR CRAFT GLOBAL PARTNERSHIP

- Exclusive Opportunity - Limited to One (1) Partner
- Recognition on the [TEA website – Masters page](#)
  - Prime placement with the partner company logo hyperlinked to the partner company website for all of 2024
- Global partner webinar participation
- Co-branded and custom-designed email signature graphic provided by TEA
- Recognition in Masters email promotions throughout 2024
- Opportunity to post a [TEA Blog](#) profile article (up to 2,000 words)
- SATE North America, where the new class of TEA Masters will be officially honored
  - Two (2) registrations for SATE North America
  - Participation and speaking opportunity during the Annual Master's Induction Ceremony
  - Support for the new class of Masters' attendance at SATE North America
  - Opportunity for two (2) company representatives to participate in the annual TEA Masters Dinner including the new class of TEA Masters and key TEA staff and volunteer leadership
- Recognition and appreciation at the TEA Annual Member Meeting including verbal recognition by TEA leadership and logo recognition in the Annual Member Meeting presentation.



# CLAIM YOUR PARTNERSHIP TODAY



**EXPAND YOUR REACH**  
**SUPPORT INDUSTRY CREATORS**  
**CELEBRATE INDUSTRY INNOVATION**

Don't miss your chance to become a TEA Global Partner or  
claim an exclusive TEA Global Initiative Partnership!

To claim your partnership or for additional information, please contact TEA:

Chloe Hausfeld, ICAE  
Global Director of Strategic Partnerships  
[Chloe@TEAConnect.org](mailto:Chloe@TEAConnect.org)  
+1 513-703-3688

Top Left: How to Train Your Dragon: Untrainable at Universal Studios Beijing; Top Middle: Disney's Main Street Electrical Parade; Top Right: QUAKE - Lisbon Earthquake Center; Bottom Left: Underlandet; Bottom Middle: Chasseurs de Tornades; Bottom Right: Beaudry Interactive



All events and branding opportunities are subject to change. Sponsorships are limited. Reserve yours today!