

# TIAC AITC

## 2022 SPONSORSHIP PROGRAM



tourismcongress  
congrès touristique

CANADIAN  
TOURISM  
AWARDS



GRANDS PRIX  
— du tourisme canadien —

**November 22-23, 2022 - The Westin Ottawa**

### ADDRESS

116 Lisgar St, Ottawa  
ON K2P 0C2

### CONTACT

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(902) 698-0984  
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## MESSAGE

The 2022 Edition of the Tourism Industry Association of Canada (TIAC) annual Tourism Congress and Canadian Tourism Awards is the best opportunity to elevate your brand and connect with industry leaders and peers from across the country.

This year's in-person event happens November 22-23 at The Westin Ottawa. It includes two full days of innovative programming with motivational speakers and expert panellists and a balance of networking and gathering opportunities.

The two-day event concludes with an evening of celebration at the Canadian Tourism Awards.

More than 400 delegates are expected to attend and include Presidents, CEOs, Executive Directors, and key decision-makers from travel businesses, attractions, and organizations of all sizes from coast to coast to coast. Destination Marketing Organizations (DMO), Provincial and Territorial Tourism Industry Associations (PTTIA), regional organizations, government agencies as well as national and provincial sectoral organizations participate in the industries must-attend event of the year, The Tourism Congress.

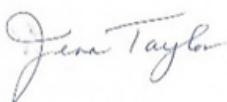
Nowhere else will you find a gathering of Canada's top tourism industry professionals under one roof. Don't miss the opportunity to make a lasting impression and build your business.

The following package outlines sponsorship opportunities that are guaranteed to maximize your reach and generate a buzz.

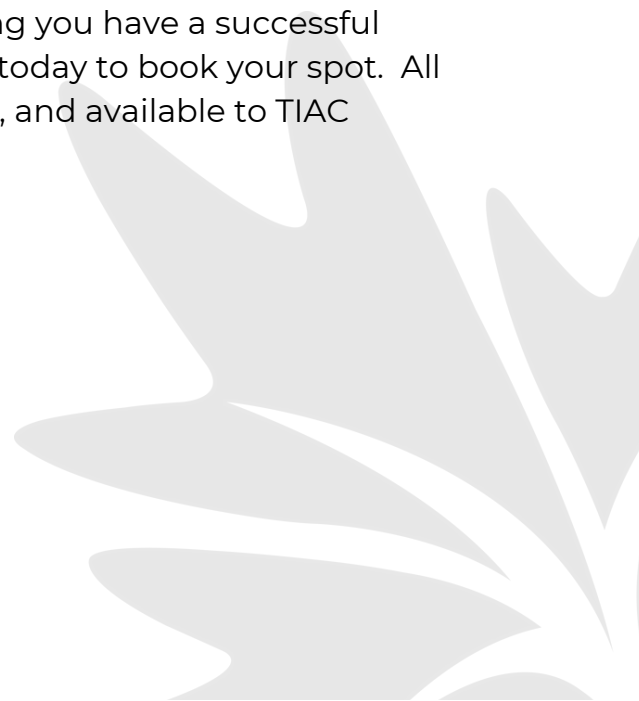
Of course, if you have an idea you would like to pitch, we are all ears.

We look forward to working with you and ensuring you have a successful partnership experience and a great ROI. Call me today to book your spot. All opportunities are on a first-come, first-serve basis, and available to TIAC Members ONLY.

Sincerely,



Jenn Taylor  
VP, Business Development & Member Relations  
c. (902) 698-0984  
e. jtaylor@tiac-aitc.ca



## OUR REACH

TIAC's annual Tourism Congress typically attracts a wide range of business owners, senior management, and key corporate decision makers including Presidents, Executive Directors, Chief Operating Officers, General Managers, and Account Executives from the public and private sectors. Large national and multinational companies, as well as small and medium-sized enterprises, attend Tourism Congress, including businesses representing accommodations, airports, attractions, concert halls, convention centres, duty-free shops, festivals & events, restaurants & food services, arenas, transportation, travel services, travel trades, destination and provincial/territorial marketing organizations, suppliers, travel media, and educational institutions and their students.

Congress is expected to attract c-suite industry representatives as well as mid-level management, small and medium-sized enterprises and professors, teachers, and students from educational institutes.

## TIAC'S ADVOCACY EFFORTS AT CONGRESS 2021

TIAC is the national advocate for the tourism industry in Canada. We take action on behalf of Canadian tourism businesses and promote positive measures that help the industry grow and prosper. TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development. Each year, a number of influential elected and department officials attend the annual Tourism Congress to engage with industry.

In 2021, over 15 elected officials from all party lines, and 10 department officials, joined Congress. The newly appointed, as of October 2021, Minister of Tourism and Associate Minister of Finance, Randy Boissonnault, joined the Congress program, including a fireside chat with TIAC President and CEO, Beth Potter, and co-presented the Canadian Tourism Awards.

Congress gives attendees a unique and hands-on opportunity to hear from and engage with Politicians from all stripes. Parliamentary feedback last year included how fantastic it was to experience the industry networking, meet individuals from across the country, and how helpful it was to hear situations and perspective firsthand from industry on the ground. Congress 2021 was at a pivotal time for industry support, landing the month before Bill C-2 was passed.

# ROI – 2021 FEEDBACK



“It is simply the best event to meet and greet colleagues in the Canadian industry. I try to go every year.”

“The high-level conversations and sessions bring a national and global perspective. Takes us out of our centre and allows for thoughtful and informative insights.”

Top 4 reasons for attending the Tourism Congress:

- Network
- Learn
- Do Business
- Engage with Government

Post-event Survey shows:

- Overall delegates strongly agreed or agreed there was enough time for networking, timing and organization were excellent, the Westin was an ideal location, décor added to the experience and registration (advanced and onsite) was easy.
- Majority of delegates scored their overall satisfaction with the 2021 in-person Tourism Congress as Excellent
- All respondents would recommend attending the Tourism Congress in 2022



## 2022 TIAC TOURISM CONGRESS – DRAFT SCHEDULE

	22-Nov	23-Nov
7:00 AM – 8:30 AM	SPONSORABLE NETWORKING BUFFET BREAKFAST	SPONSORABLE NETWORKING BUFFET BREAKFAST
8:30 AM - 9:30 AM	WELCOME REMARKS TIAC'S LEADERSHIP REPORT	WELCOME REMARKS PLENARY: FUTURE BORDER COALITION
9:30 AM – 10:30 AM	OPENING KEYNOTE: TBA	PLENARY: CITY OF DREAMS: WHAT IS THE FUTURE FOR URBAN WORK, TOURISM, CULTURE AND NIGHTLIFE?
10:30 AM – 11:00 AM	PARKS CANADA LOUNGE - NETWORKING BREAK	PARKS CANADA LOUNGE - NETWORKING BREAK
11:00 AM – 12:00 PM	PLENARY: WHAT IS THE FUTURE OF BUSINESS EVENTS	PLENARY: THE POSITIVE IMPACT OF REGENERATIVE
12:00 PM – 1:30 PM	LUNCH: AIR CANADA PRESENTS TIAC 'S 30 UNDER	SPONSORABLE LUNCHEON
1:30 PM – 1:45 PM	PARKS CANADA LOUNGE - NETWORKING BREAK	PARKS CANADA LOUNGE - NETWORKING BREAK
1:45 PM – 2:45 PM	PLENARY: ATTRACTING AND RETAINING A SUSTAINABLE	PLENARY: INVESTMENT PANEL: DEVELOP AND PROMOTE
2:45 PM – 3:15 PM	PARKS CANADA LOUNGE - NETWORKING BREAK	PARKS CANADA LOUNGE - NETWORKING BREAK
3:15 PM – 4:00 PM	PLENARY: UPDATE FROM DESTINATION CANADA	PLENARY: TBA
4:00 PM – 4:45 PM	PLENARY: BORDER MODERNIZATION	CLOSING REMARKS
4:45 PM – 5:00 PM	CLOSING REMARKS	INTERMISSION
5:00 PM – 7:00 PM	MEMBERS ONLY   TIAC'S PRESIDENT RECEPTION	
6:00 PM – 9:00 PM		RECEPTION & DINNER   CANADIAN TOURISM AWARDS

## 2022 SPONSORSHIP LEVELS (MORE DETAILS TO FOLLOW)

The following sponsorship opportunities are available with corresponding benefits. Sponsorship level is determined by the level of investment, so should you purchase other packages or customize your own, you will receive the appropriate benefits for your level of investment.



\$50,000+

**Diamond level**  
options  
available:

1. Official Partner of the 2022 Tourism Congress
2. Official Partner of the 2022 Canadian Tourism Awards



\$30,000 - \$35,000

**Platinum level**  
options  
available:

1. Wednesday Luncheon
2. Delegate Hospitality Lounge Sponsor



\$20,000 - \$25,000

**Gold level**  
options  
available:

1. Tuesday Breakfast and Keynote
2. Wednesday Breakfast and Keynote
3. 2022 President's Reception



\$10,000 - \$15,000

**Silver level options available:**

1. Registration Sponsor
2. Keynote Sessions
3. Title and Presenting Partner of the Business Event Year Award
4. Title and Presenting Partner of the Small or Medium-Sized Business of the Year Award
5. Title and Presenting Partner of the Sustainability Award
6. Title and Presenting Partner of the Innovator of the Year Award
7. Title and Presenting Partner of the Travel Media Award Tourism Award
8. Panel Sessions



\$5,000

**Bronze level options available:**

1. Sustainability Partner

## 2022 SPONSORSHIP BENEFITS

Depending upon the sponsorship secured, partners will receive corresponding benefits with that level, as noted below. Sponsorship level is determined by level of investment, so should you purchase other packages or customize your own, you will receive the appropriate benefits for your level of investment.

Sponsorship Level	Diamond	Platinum	Gold	Silver	Bronze
	\$50,000 - \$60,000	\$30,000 - \$35,000	\$20,000 - \$25,000	\$10,000 - \$15,000	\$5,000 - \$7,500
Speaking Opportunity	●	limited	limited	limited	limited
One (1) article in Congress Edition - TIAC Talk	●	●			
Reserved Table	●	●	limited		
Complimentary Full Access Registration	6	4	3	2	1
One (1) Social Media Post	●	●			
Delegate List (opt-in attendees)	●	●	●	●	●
Hyperlinked Logo on website sponsor page	●	●	●	●	●
Advance and onsite sponsorship recognition	●	●	●	●	●



## Exhibitor - \$2,500

TIAC is pleased to offer a networking exhibitor opportunity during Tourism Congress. Space is limited and includes a 6' skirted table and two chairs. Tabletop display allowed or one pop-up display (8' high by 10' wide). Includes one (1) complimentary full access registration. Does not include power or hard-wired internet.

## Customized Sponsorship Options

Sponsorships for the 2022 TIAC Tourism Congress are assigned on a first-come, first-serve basis and are open to TIAC Members only.

If you have a unique sponsorship idea you would like to explore, give us a call, as we look forward to working with you in creating a new and successful branding opportunity.

## How to Book a Sponsorship Opportunity

Contact:

### **Jennifer Taylor**

Vice President, Business Development and Member Relations

(902) 698-0984

[jtaylor@tiac-aitc.ca](mailto:jtaylor@tiac-aitc.ca)

## DIAMOND LEVEL SPONSORSHIP – \$50,000 - \$60,000

### OPTION 1 - Official Partner of the 2022 Tourism Congress - \$60,000

This signature opportunity will position your company as an industry leader with your brand inextricably linked to the title of this national in-person event. Your company name will be included in all industry and media outreach leading up to and following the event and included in the exclusively positioned tagline “Official Partner of TIAC’s 2022 Tourism Congress”. In addition, a representative of your company will be invited to the stage to bring greetings at the opening of the Tourism Congress.

- Exclusive Sponsor Positioning
- **Speaking Opportunity** - welcome message (3-4 minutes) by your company representative during official opening
- One reserved table at the Congress Breakfasts and Luncheons
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

### OPTION 2 - Official Partner of the 2022 Canadian Tourism Awards - \$50,000

This signature opportunity will position your company as an industry leader with your brand inextricably linked to the title of this national industry celebration. Your company name will be included in all industry and media outreach leading up to and following the event and included in the exclusively positioned tagline “Official Co-Partner of the 2022 Canadian Tourism Awards and Pre-Reception”. In addition, a representative of your company will be invited to the stage to bring greetings at the opening of the Canadian Tourism Awards.

- **Speaking Opportunity** - welcome message (2-3 minutes) by your company representative during official opening of the Canadian Tourism Awards.
- One reserved table at the Canadian Tourism Awards Dinner
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

## PLATINUM LEVEL SPONSORSHIP – \$30,000 - \$35,000

### OPTION 1 - Wednesday Keynote Luncheon - \$35,000

An exclusive opportunity to host Wednesday's Luncheon, get your brand and deliver your message to a captive audience and introduce the Keynote speaker.

- Exclusive Sponsor Positioning
- **Speaking Opportunity** – representative to bring greetings (up to 2 minutes) and introduce keynote speaker.
- One reserved table at the Luncheon.
- Option to brand onstage décor (Sponsor responsible for set-up and associated costs).
- Food Credit (onsite use only) of \$50 per person plus service fee. (Sponsor may enhance menu options at their own cost.)
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

### OPTION 2 - Delegate Hospitality Lounge Sponsor - \$30,000

The Tourism Congress delegate lounge offers the opportunity to relax, grab a coffee and chat with other delegates. This is your domain to brand and customize to best meet your needs to deliver an experience.

- Exclusive Sponsor Positioning
- Standard Branded décor – option to add additional branding and décor elements (additional fees may apply)
- One reserved table at the Luncheon
- Opportunity for sponsor corner with pop-up signs and/or activation. (Sponsor responsible for set-up and associated costs.)
- Food Credit (onsite use only) of \$15 per person plus service fee. (Sponsor may enhance menu options at their own cost.)
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

# GOLD LEVEL SPONSORSHIP – \$20,000 - \$25,000

## OPTION 1 - Tuesday Breakfast - \$25,000

An exclusive opportunity to host Tuesday, Breakfast, raise awareness for your brand and deliver your message to a captive audience and introduce the Keynote speaker.

- Exclusive Sponsor Positioning
- **Speaking Opportunity** – representative to bring greetings (up to 2 minutes) and introduce keynote speaker.
- One reserved table at the breakfast.
- Option to brand onstage décor (Sponsor responsible for set-up and associated costs).
- Food Credit (onsite use only) of \$36 per person plus service fee. (Sponsor may enhance menu options at their own cost.)
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

## OPTION 2 - Wednesday Breakfast - \$25,000

An exclusive opportunity to host Tuesday, Breakfast, raise awareness for your brand and deliver your message to a captive audience and introduce the Keynote speaker.

- Exclusive Sponsor Positioning
- **Speaking Opportunity** – representative to bring greetings (up to 2 minutes) and introduce keynote speaker.
- One reserved table at the breakfast
- Option to brand onstage décor (Sponsor responsible for set-up and associated costs).
- Food Credit (onsite use only) of \$36 per person plus service fee. (Sponsor may enhance menu options at their own cost.)
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

## GOLD LEVEL SPONSORSHIP – \$20,000 - \$25,000 (continued)

### OPTION 3 – 2022 TIAC Members' Only President's Reception - \$25,000

The President's Reception is where delegates come to reconnect and network with old colleagues and new business acquaintances over light bites and cocktails. For many, it is the first social gathering of the conference and an ideal opportunity to make a great impression.

- Exclusive Sponsor Positioning
- Standard Branded décor – option to add additional branding and décor elements (additional fees may apply)
- **Speaking Opportunity** – representative to bring greetings (up to 2 minutes)
- TIAC Industry Patron Status
  - Enhanced advocacy opportunities
  - Logo displayed on TIAC website under the Industry Patron banner
  - Logo displayed in TIAC Talk under the Industry Patron banner
  - Invitation to participate in a special event at RVC2023 in Quebec City

## SILVER LEVEL SPONSORSHIP – \$10,000 - \$15,000

### OPTION 1 - Registration Sponsor - \$15,000

Create an impact before the event has happened. Your company name and logo will be synonymous with the Tourism Congress registration with brand exposure on the registration form. And, when participants pick up their badge, they will receive a branded lanyard.

- Exclusive Sponsor Positioning
- Branding on online registration form
- Branding on registration desk
- Branding on lanyards

### OPTION 2 – Title/Presenting Partner of the Business Event Year Award - \$15,000

The 2022 Canadian Tourism Awards are held November 23 in conjunction with the Tourism Congress: taking place on the last day of the conference. In addition to being recognized as a silver level sponsor of the Tourism Congress, your company will be the exclusive title and presenting partner of the Business Event Year Award.

- Sponsor representative (one) invited to sit at finalists reserved table.
- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- **Onstage Opportunity** – sponsor representative invited to present award to recipient

### OPTION 3 – Title/Presenting Partner of the Small or Medium-Sized Business of the Year Award - \$15,000

The 2022 Canadian Tourism Awards are held November 23 in conjunction with the Tourism Congress: taking place on the last day of the conference. In addition to being recognized as a silver level sponsor of the Tourism Congress, your company will be the exclusive title and presenting partner of the Small or Medium-Sized Business of the Year Award.

- Sponsor representative (one) invited to sit at finalists reserved table.
- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- **Onstage Opportunity** – sponsor representative invited to present award to recipient

## SILVER LEVEL SPONSORSHIP – \$10,000 - \$15,000 (continued)

### OPTION 4 – Title/Presenting Partner of the Sustainability Award - \$15,000

The 2022 Canadian Tourism Awards are held November 23 in conjunction with the Tourism Congress: taking place on the last day of the conference. In addition to being recognized as a silver level sponsor of the Tourism Congress, your company will be the exclusive title and presenting partner of the Sustainability Award.

- Sponsor representative (one) invited to sit at finalists reserved table.
- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- Onstage Opportunity – sponsor representative invited to present award to recipient

### OPTION 5 – Title/Presenting Partner of the Innovator of the Year Award - \$15,000

The 2022 Canadian Tourism Awards are held November 23 in conjunction with the Tourism Congress: taking place on the last day of the conference. In addition to being recognized as a silver level sponsor of the Tourism Congress, your company will be the exclusive title and presenting partner of the Innovator of the Year Award.

- Sponsor representative (one) invited to sit at finalists reserved table.
- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- Onstage Opportunity – sponsor representative invited to present award to recipient

## SILVER LEVEL SPONSORSHIP – \$10,000 - \$15,000 (continued)

### OPTION 6 – Title/Presenting Partner of the Travel Media Award - \$15,000

The 2022 Canadian Tourism Awards are held November 23 in conjunction with the Tourism Congress: taking place on the last day of the conference. In addition to being recognized as a silver level sponsor of the Tourism Congress, your company will be the exclusive title and presenting partner of the Travel Media Award.

- Sponsor representative (one) invited to sit at finalists reserved table.
- Sponsor name/logo highlighted/hyperlinked as presenting partner during the nomination process and throughout complete promotional programming cycle including online, onsite and in-print
- Onstage Opportunity – sponsor representative invited to present award to recipient

### OPTION 7 - Keynote Sessions - \$15,000

- Exclusive Sponsor Positioning
- Speaking Opportunity – representative to introduce keynote speaker.
- Option to brand onstage décor (Sponsor responsible for set-up and associated costs).

### OPTION 8 - Panel Sessions - \$10,000

- Exclusive Sponsor Positioning
- Speaking Opportunity – representative to introduce **moderator**.
- Option to brand onstage décor (Sponsor responsible for set-up and associated costs).



## BRONZE LEVEL SPONSORSHIP – \$5,000

### OPTION 1 - Sustainability Partner - \$5,000

Plant a tree, sponsor a clean water project, or suggest a sustainable initiative that meets your business needs. TIAC will match your sponsorship up to \$5,000.

The Sustainability partner will be:

- Spotlighted in the Tourism Congress edition of TIAC Talk;
- Partner logo will be included as the Tourism Congress Sustainability Partner in all communications highlighting TIAC's sustainability initiatives

Project selected must be a Canadian-based initiative.

TIAC reserves the right to select an alternate project if the partner recommendation does not meet TIAC's criteria.



**JENNIFER TAYLOR**

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