

# 2023

## TOURISM CONGRESS SPONSORSHIP OPPORTUNITIES



# 2023 TOURISM CONGRESS PARTNERSHIP & BRANDING PROGRAM

The Tourism Industry Association of Canada (TIAC) is delighted to present an exclusive sponsorship package for the 2023 Tourism Congress. We firmly believe in the important role TIAC plays in fostering growth, innovation, and collaboration within the Canadian tourism industry. This event presents an excellent opportunity for your organization to enhance its visibility, connect with industry leaders, and demonstrate its commitment to the development and success of Canada's tourism sector.

By becoming a sponsor of the 2023 TIAC Tourism Congress, your organization will gain the following:

- Unparalleled brand exposure to a diverse audience of industry professionals.
- Networking opportunities with key decision-makers and industry leaders.
- Enhanced reputation as a committed supporter of the Canadian tourism sector.
- Access to valuable insights and knowledge through engaging sessions.

## About TIAC:

TIAC is the national voice and champion of the tourism sector. We have been around for over 90 years and are a non-profit, membership-driven industry organization. We act on behalf of our members and Canadian tourism businesses by advocating, promoting, and supporting policies, programs and activities that will benefit the sector's growth and development.

TIAC exists to give the industry a voice at the federal level so members can keep focused on running their businesses. TIAC's work also includes business development, member services, and events, with a communication team helping us share with you and keep you informed on what is happening.

## Event Overview:

The 2023 TIAC Tourism Congress is a premier gathering of industry professionals, government representatives, and thought leaders across Canada. The event takes place November 21 & 22 at the Westin Ottawa.

The Congress serves as a platform for exchanging knowledge, discussing emerging trends, and addressing challenges the tourism sector faces. The event will feature keynote speeches, panel discussions, workshops, networking sessions, and a marketplace where delegates can connect and explore products, services, and solutions.





## Testimonial

The TIAC Congress provided an important and timely chance to connect with industry colleagues across the country. The networking and sessions offered valuable insights facilitating important conversations relevant to all sectors and destinations. The advocacy efforts led by TIAC are core to each of our areas of business, and discussing the issues and opportunities on our door step will help advance the whole of our industry.

**Wanda Bogdane**, Executive Director  
BLLHA



## Testimonial

The TIAC Congress is the must-attend event of the year for our industry. It brings colleagues and thought leaders from across the country and across the world and is critical for myself and my team to stay connected and be at the forefront of the industry.

**Nancy Small**, CEO, Tourism Richmond

## 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, mid-level management, small and medium-sized enterprises and professors, teachers, and students from educational institutes.

Historical Attendance			
Year	Location	Congress	Awards
2022	Westin, Ottawa, ON	468	314
2021	Hybrid – Westin, Ottawa, ON	354 in-person 409 online	377
2020	Online – Complimentary	2,188	n/a
2019	Westin, Ottawa, ON	345	399
2018	Hilton, Gatineau, QC	324	408
2017	Hilton, Gatineau, QC	336	466
2016	Hilton, Gatineau, QC	337	459
2015	Westin, Ottawa, ON	350	445
2014	Westin, Ottawa, ON	312	412
2013	Fairmont Chateau Laurier, Ottawa, ON	304	392
2012	Hilton, Gatineau, QC	281	389
2011	Fairmont Chateau Laurier, Ottawa, ON	309	392



## 2022 Tourism Congress Insights

Most delegates attending the in-person Tourism Congress were from Ontario and were director or senior management.

Almost half of the respondents have worked in the tourism industry for 15 years or more and were 45-59 years of age.

Age Range	Responses (were optional)
Under 30	18
30-44	117
45-59	140
60 or older	30
Prefer not to answer	42
<b>Grand Total</b>	<b>347</b>

Job Level		Percentage of Respondents
Director or Senior Management	129	27.56%
Manager	55	11.75%
Non-Management or Support Staff	24	5.12%
Other	37	7.90%
Owner	53	11.32%
President or C-level	100	21.36%
Vice President or Executive	70	14.95%
<b>Grand Total</b>	<b>468</b>	<b>100.00%</b>

**83% found the event worthwhile and good value**





Geographic Representation	
Alberta	44
British Columbia	80
Manitoba	11
New Brunswick	22
Newfoundland and Labrador	8
Nova Scotia	13
Northwest Territories	1
Nunavut	3
Ontario	207
Prince Edward Island	6
Quebec	44
Saskatchewan	14
Yukon	8
United States of America	7
<b>Total</b>	<b>468</b>

### Tourism Congress Social Media Report

July 1 to Dec 2, 2022

- 500 mentions
- 67% of mentions from male audiences and 33% from female audience
- 1.6 Million Impressions
- Total Reach 582K
- 72 unique authors

### Top 4 Sites

-  Twitter
-  Facebook
-  Instagram
-  Travel Press

# 2023 Tourism Congress Program (Subject to Change)

	Monday, November 20	Tuesday, November 21	Wednesday, November 22
08:30 - 09:00			
09:00 - 09:30		Leadership Report	Breakfast
09:30 - 10:00			
10:00 - 10:30			
10:30 - 11:00		Delegate Lounge Networking Break 1	Delegate Lounge Networking Break 4
11:00 - 11:30		Keynote	Breakout Sessions 3
11:30 - 12:00			
12:00 - 12:30		Air Canada Future Leaders Luncheon	Luncheon
12:30 - 13:00			
13:00 - 13:30			
13:30 - 14:00		Delegate Lounge Networking Break 2	Delegate Lounge Networking Break 5
14:00 - 14:30		Breakout Sessions 1	Breakout Sessions 4
14:30 - 15:00			
15:00 - 15:30		Delegate Lounge Networking Break 3	Delegate Lounge Networking Break 6
15:30 - 16:00		Breakout Sessions 2	Breakout Sessions 5
16:00 - 16:30			
16:30 - 17:00			Congress Wrap-up
17:00 - 17:30			
17:30 - 18:00	Congress Opening Reception	TIAC Members' Only President's Reception	
18:00 - 18:30			Canadian Tourism Awards Pre-reception
18:30 - 19:00			
19:00 - 19:30			
19:30 - 20:00			
20:00 - 20:30		FREE Night	2022 Canadian Tourism Awards
20:30 - 21:00			
21:00 - 21:30			
21:30 - 22:00			



# Sponsorship and Partnering Opportunities

TIAC is delighted to present sponsorship opportunities with exceptional visibility and strategic brand exposure. Our sponsorship packages have been carefully crafted to cater to our partners' diverse needs and objectives, offering signature and traditional sponsorship options.

By becoming a sponsor at TIAC's 2023 Tourism Congress, you align your brand with excellence, innovation, and collaboration in the Canadian tourism industry. Choose the sponsorship option that best suits your goals and be prepared to connect with influential decision-makers, gain exposure to a diverse audience, and contribute to the growth and development of the tourism sector.

Customized sponsorship packages can also be created to suit your organization's specific requirements. We understand the importance of tailoring sponsorship packages to meet your organization's objectives. Therefore, we are open to discussing additional benefits or tailor-made opportunities that align with your branding and marketing goals.

We look forward to partnering with you at the 2023 Tourism Congress and working together to advance the growth and success of the Canadian tourism industry.

## Signature Opportunities

- |  |      |
|--|------|
| 1. Luncheon Sponsor  | p.9  |
| 2. President's Reception "SOLD"                              | p.10 |
| 3. Official Carrier  | p.11 |
| 4. Delegate Lounge Sponsor                                   | p.12 |
| 5. Breakfast Sponsor   | p.13 |
| 6. Co-Presenting Partner of the 2023 Canadian Tourism Awards | p.14 |
| 7. Keynote Speaker Sponsor                                   | p.15 |
| 8. Registration Plus Partner Sponsor                         | p.16 |
| 9. Sustainability Partner                                    | p.17 |

## How to Secure an Opportunity

Opportunities are limited and available to TIAC Members ONLY on a 'first come, first served' basis, so don't miss out!

Contact **Jennifer Taylor**, Vice President, Business Development and Member Relations, direct at **(902) 698-0984** or **email: [jtaylor@tiac-aitc.ca](mailto:jtaylor@tiac-aitc.ca)**.

## Traditional Sponsorships

1. Platinum
2. Gold
3. Silver
4. Exhibit
5. Supporting



# Sponsorship Opportunities and Benefits at a Glance

	Investment	Speaking Opportunity	Enhanced Brand Visibility	Customized Branding Opportunities	Culinary Offerings	VIP Table	Complimentary Registration	Brand Promotion and Appreciation	Post-Event Exposure	Post-Event Marketing
<b>Signature Opportunities</b>										
Luncheon Sponsor	\$35,000	x	x	x	x	x	4	x	x	x
President's Reception	<b>SOLD</b>	x	x	x	x	x	4	x	x	x
Official Carrier	\$30,000	x	x	x		x	3	x	x	x
Delegate Lounge Sponsor	\$30,000		x	x	x	x	2	x	x	x
Breakfast Sponsor	\$25,000	x	x	x	x	x	2	x	x	x
Co-Presenting Partner of the 2023 Canadian Tourism Awards	\$20,000	x	x			x	2	x	x	x
Keynote Speaker Sponsor	\$15,000	x	x				1	x	x	x
Registration Plus Partner Sponsor	\$10,000		x	x			1	x	x	x
Sustainability Partner	\$7,500		x	x			1	x	x	x
<b>Traditional Sponsorships</b>										
Platinum	\$15,000					x	2	x	x	
Gold	\$10,000					x	1	x	x	
Silver	\$5,000						1	x	x	
Exhibit	\$2,195						1			
Supporting	\$1,500					x		x	x	



# Signature Sponsorships

## 1) Wednesday, November 22 - Luncheon Sponsor:

As one of the premier events in the Canadian tourism industry, the Congress offers an exceptional platform for networking, knowledge sharing, and promoting your organization's commitment to the growth and development of the tourism sector.

**Investment: \$35,000**



### Benefits of Luncheon Sponsorship:

- a) Thought Leadership Platform “Speaking Opportunity”:** You can address the delegates during the Luncheon. This platform lets you showcase your organization's commitment to the tourism industry, share industry insights, and promote your products or services.
- b) Enhanced Brand Visibility:** Your company logo will be prominently displayed on all promotional materials related to the Luncheon, including event signage, programs, digital presentations, and the official event website. This ensures maximum exposure to a targeted audience of industry professionals and decision-makers.
- c) Customized Branding Opportunities:** For an additional cost and keeping the TIAC team in the loop, you can create customized décor elements for the room that best meets your needs in delivering the experience. TIAC will provide standard décor elements, including tables and chairs. Any enhancement-related costs are the responsibility of the sponsor.
- d) Culinary Offerings:** TIAC will provide a food credit of \$56 per person plus a service fee for the luncheon menu delivered by the selected venue. Sponsors may enhance menu options at their own cost.



## Luncheon Sponsor Continued:

**e) Networking and Relationship Building:** Opportunity to host a dedicated table during the two luncheons and breakfast, an ideal setting for networking with industry leaders, government officials, and other influential individuals in the tourism sector. You will have the chance to connect with key decision-makers, build relationships, and explore potential collaborations that can drive business growth and success.

**f) Complimentary Registration:** Your sponsorship package includes four complimentary tickets to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.

**g) Recognition and Appreciation:** Your organization will be publicly acknowledged as a valued Luncheon Sponsor, with special recognition in the opening remarks and closing statements. TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.

**h) Post-Event Exposure:** Extend your reach beyond the event with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.

**i) Post-Event Marketing:** Following the Luncheon, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.

## 2) President's Reception – **SOLD**

Held on the first day of the Tourism Congress, The President's Networking Reception at the 2023 Tourism Congress is a prestigious event that brings together industry leaders, government officials, and influential figures in the tourism sector. It serves as a platform for networking, collaboration, and exchanging ideas among key stakeholders in the Canadian tourism industry.



# Signature Sponsorships



## 3) Exclusive Official Airline Carrier:

Recognition as the Official Carrier of the 2022 Tourism Congress and the Canadian Tourism Awards.

**Investment: \$30,000**

Benefits of Sponsorship:

- a) Enhanced Brand Visibility:** As the Official Carrier, your brand will receive prominent exposure throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand's visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.
- b) Exclusive Online Positioning:** Official Carrier Status bloc ad on the Tourism Congress website, Booking widget, and top carrier position on the Tourism Congress website section.
- c) Targeted Audience Reach:** TIAC will customize and strategically distribute communication(s) to promote the partnership and the offer made by the Official Carrier (Special Fare pricing for Tourism Congress Delegates and complimentary flights for Canadian Tourism Awards finalists).
- d) Networking and Relationship Building:** Opportunity to host a dedicated table during the two luncheons and breakfast, an ideal setting for networking with industry leaders, government officials, and other influential individuals in the tourism sector. You will have the chance to connect with key decision-makers, build relationships, and explore potential collaborations that can drive business growth and success.
- e) Complimentary Tickets:** Your sponsorship package includes three complimentary tickets to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.
- f) Recognition and Appreciation:** Your organization will be publicly acknowledged as a valued Official Carrier, with special recognition in the opening remarks and closing statements. TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.
- g) Post-Event Exposure:** Extend your reach beyond the event with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.
- h) Post-Event Marketing:** Following the Tourism Congress, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.

# Signature Sponsorships



## 4) Delegate Lounge Sponsor:

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

**Investment: \$30,000**

### Benefits of Sponsorship:

**a) Enhanced Brand Visibility:** As the Delegate Lounge Sponsor, your brand will receive prominent exposure throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand's visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.

**b) Customized Branding Opportunities:** For an additional cost and keeping the TIAC team in the loop, you can create customized décor elements for the lounge that best meets your needs in delivering the experience. TIAC will provide standard décor elements, including tables and chairs. Any enhancement-related costs are the responsibility of the sponsor.

**c) Culinary Offerings:** TIAC will provide coffee/tea/soft drinks service, a water station, a AM nutrition break and a PM nutrition break. The Sponsor may enhance the experience by adding menu options at their own cost.

**d) Networking and Relationship Building:** Opportunity to host a dedicated table during the two luncheons and breakfast, an ideal setting for networking with industry leaders, government officials, and other influential individuals in the tourism sector. You will have the chance to connect with key decision-makers, build relationships, and explore potential collaborations that can drive business growth and success.

**e) Recognition and Appreciation:** Your organization will be publicly acknowledged as a valued Sponsor, with special recognition in the opening remarks and closing statements. TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.

**f) Complimentary Tickets:** Your sponsorship package includes two complimentary tickets to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.

**g) Post-Event Exposure:** Extend your reach beyond the event itself with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.



# Signature Sponsorships

## 5) Breakfast Sponsorship:

We are thrilled to offer an exclusive sponsorship opportunity to align your brand with Canada's thriving tourism industry. Join us as the official Breakfast Sponsor and fuel participants' mornings with a delicious and energizing meal to set the stage for a productive and engaging day.

**Investment: \$25,000**

### Benefits of Sponsorship:

**a) Thought Leadership Platform “Speaking Opportunity”:** Showcase your expertise by participating in a panel discussion, delivering a keynote speech, or conducting a brief presentation during the breakfast event. Leverage this opportunity to share industry insights, best practices, and innovative solutions with a captive audience.

**b) Enhanced Brand Visibility:** As the Breakfast Sponsor, your brand will receive prominent exposure throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand's visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.

**c) Customized Branding Opportunities:** For an additional cost and keeping the TIAC team in the loop, you can create customized décor elements for the room that best meets your needs in delivering the experience. TIAC will provide standard décor elements, including tables and chairs. Any enhancement-related costs are the responsibility of the sponsor.

**d) Culinary Offerings:** TIAC will provide a food credit of \$38 per person plus a service fee for the luncheon menu delivered by the convention services. Sponsors may enhance menu options at their own cost.

**e) Networking and Relationship Building:** Opportunity to host a dedicated table during the two luncheons and breakfast, an ideal setting for networking with industry leaders, government officials, and other influential individuals in the tourism sector. You will have the chance to connect with key decision-makers, build relationships, and explore potential collaborations that can drive business growth and success.

**f) Complimentary Tickets:** Your sponsorship package includes two complimentary tickets to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.

**g) Recognition and Appreciation:** Your organization will be publicly acknowledged as a valued Sponsor, with special recognition in the opening remarks and closing statements. TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.

**h) Post-Event Exposure:** Extend your reach beyond the event with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.

**i) Post-Event Marketing:** Following the Breakfast, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.

## 6) Co-Presenting Partner of the 2023 Canadian Tourism Awards:

An exclusive opportunity for the highly anticipated 2023 Canadian Tourism Award. This prestigious event celebrates excellence and innovation in the Canadian tourism industry, recognizing the outstanding achievements of organizations and individuals who have made significant contributions to the field. As a Co-Sponsor, your brand will be aligned with excellence, thought leadership, and industry recognition. This opportunity provides unparalleled visibility and exclusive benefits tailored to showcase your commitment to the Canadian tourism industry.

**Investment: \$20,000**

### Benefits of Sponsorship:

**a) Thought Leadership Platform “Speaking Opportunity”:** Showcase your expertise by participating in a panel discussion, delivering a keynote speech, or conducting a brief presentation during the breakfast event. Leverage this opportunity to share industry insights, best practices, and innovative solutions with a captive audience.

**b) Enhanced Brand Visibility:** As the Co-Presenting Partner of the 2023 Canadian Tourism Awards, your brand will receive prominent exposure throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand’s visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.

**c) Networking and Relationship Building:** Opportunity to host a dedicated table during the two luncheons and breakfast, an ideal setting for networking with industry leaders, government officials, and other influential individuals in the tourism sector. You will have the chance to connect with key decision-makers, build relationships, and explore potential collaborations that can drive business growth and success.

**d) Complimentary Tickets:** Your sponsorship package includes two complimentary tickets to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.

**e) Recognition and Appreciation:** Your organization will be publicly acknowledged as a valued Sponsor, with special recognition at the Canadian Tourism Awards. TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.

**f) Post-Event Exposure:** Extend your reach beyond the event with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.

**g) Post-Event Marketing:** Following the Breakfast, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.

# Signature Sponsorships

## 7) Keynote Speaker Sponsorship:

Seize the opportunity to align your brand with influential industry speaker and maximize exposure at this premier event.

**Investment: \$15,000**

### Benefits of Sponsorship:

- a) Thought Leadership Platform “Speaking Opportunity”:** Sponsor representative to deliver a brief welcome or introduction speech before the keynote speaker takes the stage. Leverage this opportunity to share industry insights, best practices, and innovative solutions with a captive audience.
- b) Enhanced Brand Visibility:** As the sponsor of the Keynote, your brand will receive prominent exposure throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand’s visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.
- c) Complimentary Tickets:** Your sponsorship package includes one complimentary ticket to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.
- d) Recognition and Appreciation:** Your organization will be publicly acknowledged as a valued Sponsor, with special recognition in the opening remarks and closing statements. TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.
- e) Post-Event Exposure:** Extend your reach beyond the event with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.
- f) Post-Event Marketing:** Following the Breakfast, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.



# Signature Sponsorships

## 8) Registration Plus Partner Sponsor:

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

**Investment: \$10,000**

Benefits of Sponsorship:

**a) Enhanced Brand Visibility:** Your brand will receive prominent exposure leading up to and throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand's visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.

**b) Customized Branding Opportunities:** Besides being included on the registration page, your brand will be highlighted at the onsite registration desk and on the lanyard.

**c) Complimentary Tickets:** Your sponsorship package includes one complimentary ticket to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.

**d) Recognition and Appreciation:** TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.

**e) Post-Event Exposure:** Extend your reach beyond the event itself with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.

**f) Post-Event Marketing:** Following the Breakfast, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.





# Signature Sponsorships

## 9) Sustainability Partner

Sponsoring the Sustainability Partnership at the 2023 Tourism Congress of the Tourism Industry Association of Canada offers a unique opportunity for organizations committed to sustainability to showcase their initiatives and demonstrate their leadership in promoting environmentally responsible practices within the tourism industry.

**Investment: \$7,500**

Benefits of Sponsorship:

**a) Enhanced Brand Visibility:** Your brand will receive prominent exposure leading up to and throughout the event, including on marketing materials, signage, and digital platforms. Maximize your brand's visibility and make a lasting impression on key industry stakeholders, decision-makers, and thought leaders attending the Tourism Congress.

**b) Brand Association:** Showcase your commitment to the tourism industry and position your brand as a leader in the field. The sponsorship aligns your company with the reputable TIAC, reinforcing your dedication to supporting and advancing the Canadian tourism sector.

**c) Complimentary Tickets:** Your sponsorship package includes one complimentary ticket to the Tourism Congress, allowing your team members to attend various sessions and workshops. This gives them access to valuable industry knowledge, trends, and best practices while fostering professional development opportunities.

**d) Recognition and Appreciation:** TIAC will extend gratitude through its official social media channels and newsletters, further amplifying your brand exposure.

**e) Post-Event Exposure:** Extend your reach beyond the event itself with post-event marketing opportunities. The TIAC will feature your brand in post-event recaps, press releases, and social media campaigns, ensuring your sponsorship generates value even after the Tourism Congress concludes.

**f) Post-Event Marketing:** Following the Breakfast, TIAC will provide a post-event report that includes attendee demographics, feedback, and other relevant data. This information can assist your organization in understanding industry trends and aligning your strategies accordingly.





**We offer four sponsorship packages to cater to the diverse needs and preferences of our partners:**

## **1) Platinum Sponsor - \$15,000**

- Prominent logo placement on the event website, promotional materials, and signage.
- Branding opportunities at the Congress venue.
- Two (2) complimentary full-access passes for your organization's representatives.
- Opportunity to host a dedicated table during the two luncheons and breakfast.
- Recognition in post-event communications, including press releases and social media mentions.

## **2) Gold Sponsor - \$10,000**

- Logo placement on the event website, promotional materials, and signage.
- Branding opportunities at the Congress venue.
- One (1) complimentary full-access pass for your organization's representatives.
- Opportunity to host a dedicated table during the two luncheons and breakfast.
- Recognition in post-event communications, including press releases and social media mentions.

## **3) Silver Sponsor - \$5,000**

- Logo placement on the event website, promotional materials, and signage.
- Branding opportunities at the Congress venue.
- One (1) complimentary full-access pass for your organization's representatives.
- Recognition in post-event communications, including press releases and social media mentions.

## **4) Exhibit Sponsorship - \$2,195**

- Showcase your products, services, and initiatives by securing an exhibit space at the Tourism Congress. This sponsorship option allows you to engage directly with attendees, establish valuable connections, and generate leads while increasing brand awareness.
- Includes one (1) complimentary full-access pass for your organization's representative.

## **5) Supporting Sponsor - \$1,500**

- Logo placement on the event website, promotional materials, and signage.
- Branding opportunities at the Congress venue.
- Recognition in post-event communications, including press releases and social media mentions.



# **TIAC TOURISM** **CONGRESS**

**Canada: Powered by Tourism**

## **TO BOOK AN OPPORTUNITY CONTACT**

Jennifer Taylor  
(902) 698-0984 or  
[jtaylor@tiac.aitc.ca](mailto:jtaylor@tiac.aitc.ca)