



# TIAC 2024 INVESTOR FORUM

SPONSORSHIP OPPORTUNITIES



**TOURISM INVESTOR FORUM**  
POWERED BY TIAC

# ABOUT THE EVENT

Taking place from February 11-13, 2024, at the Hilton Mississauga Meadowvale Hotel, TIAC's Investor Forum has been strategically curated to offer a wealth of invaluable opportunities designed to propel businesses toward unprecedented growth and prosperity.

As a sponsor, you'll be positioned at the forefront of the Canadian tourism industry, gaining unparalleled exposure and access to influential leaders, investors, and stakeholders. All sponsorships include marketing exposure such as pre- and post-event exposure, recognition as a sponsor at the event and social media coverage.

To learn more about sponsorship options or book an opportunity, email: [sponsorship@tiac-aitc.ca](mailto:sponsorship@tiac-aitc.ca)

The Forum will focus on Tourism Investing and will be designed to bridge from the traditional sectors using the following specific subcategories of:



## **REAL ESTATE**

Hotels, Resorts, Convention Centers, Arenas, Theme Parks



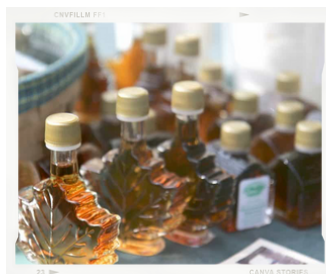
## **TRANSPORTATION**

Airlines, Bus Services, Hyperloops, Trains

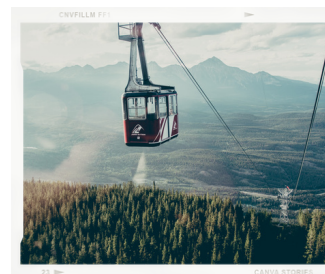


## **INFRASTRUCTURE**

Provincial Parks



## **CONSUMER PACKAGED GOODS**



## **HOSPITALITY**

# PROGRAM AT A GLANCE

## DAY 1: SUNDAY, FEBRUARY 11

**7:00 pm - 9:00 pm**

**Networking Reception**

## DAY 2: MONDAY, FEBRUARY 12

**8:00 am - 9:00 am**

**Breakfast**

**9:00 am - 10:30 am**

**CapitalX Talks: Education Session**

**10:30 am - 11:00 am**

**Morning Break**

**11:00 am - 12:00 pm**

**TIAC Tank - Capital Pitches**

**12:00 pm - 1:30 pm**

**Lunch**

**1:30 pm - 2:30 pm**

**CapitalX Talks: Education Session:**

**2:30 pm - 3:30 pm**

**TIAC Tank - Capital Pitches**

**3:30 pm - 5:00 pm**

**Capital Connections - 1:1 Meetings**

**7:00 pm - 9:00 pm**

**Off-Site Networking Dinner**



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# PROGRAM

## AT A GLANCE

### DAY 3: TUESDAY, FEBRUARY 13

8:30 am - 9:30 am	Breakfast
9:30 am - 10:430 am	Capital Connections - 1:1 Meetings
10:30 am - 11:00 am	Morning Break
11:00 am - 12:30 pm	Capital Connections - 1:1 Meetings
12:30 pm - 1:30 pm	Lunch + Closing Remarks
1:30 pm - 3:00 pm	Capital Connections - 1:1 Meetings
3:00 pm - 3:30 pm	Afternoon Break
3:30 pm - 4:30 pm	Capital Connections - 1:1 Meetings
4:30 pm	Closing Remarks

# Sponsorship Opportunities

ALL INVESTMENTS INCLUDE THE FOLLOWING:

Hyperlinked Logo on Forum Website Sponsor Page  
Logo Exposure at Registration



Sponsorship Opportunity	Level	(\$)	Speaking Opportunity	Verbal Recognition	Custom Branding	Culinary Offering	VIP Table	Comp Registration	Comp Registrations	Secondary Comp Registrations	Newsletter Promo
Title Sponsor	SOLD										
Dinner Sponsor - Day 2	SOLD										
Official Carrier Sponsor	Platinum	\$10,000	✓		✓			1	2	1	✓
Luncheon Sponsor Day 2	Platinum	\$10,000	✓	✓	✓	✓	✓	1	2	1	
Luncheon Sponsor Day 3	Platinum	\$10,000	✓	✓	✓	✓	✓	1	2	1	
Main Stage Pitch Sessions - TIAC TANK	Platinum	\$10,000	8 Options	✓	✓			0	1	1	

Sponsorship Opportunity	Level	(\$)	Speaking Opportunity	Verbal Recognition	Custom Branding	Culinary Offering	VIP Table	Comp Registration	Comp Registrations	Secondary Comp Registrations	Newsletter Promo
Investor Only Dinner - Day 3	SOLD										
Speaker Series Sponsor	SOLD										
Networking Breaks Sponsor	Gold	\$5,000	✓		✓	✓	✓	1	1	1	
Breakfast Sponsor - Day 2	Gold	\$5,000	✓	✓	✓	✓	✓	1	1	1	
Breakfast Sponsor - Day 3	Gold	\$5,000	✓	✓	✓	✓	✓	1	1	1	
Opening Reception Sponsor	Gold	\$5,000	2 options	✓	✓	✓	✓	1	1	1	



Sponsorship Opportunity	Level	(\$)	Speaking Opportunity	Verbal Recognition	Custom Branding	Culinary Offering	VIP Table	Comp Registration	Comp Registrations	Secondary Comp Registrations	Newsletter Promo
Lanyard plus product	SOLD										
Mobile Charging Stations	Silver	\$3,500	✓		✓	✓					
Delegate Care Package	Silver	\$3,500	✓		✓	✓					
Room Drop Sponsor (includes room drop cost)	Bronze	\$3,000	2 options		✓	✓					
Sustainability Sponsor	Bronze	\$2,500	✓		✓						
Capital Seekers Marketplace Exhibit Space	n/a	\$3,500	5 options						1		
Media Sponsor	SOLD										





# SUSTAINABILITY SPONSOR

\$2.5K INVESTMENT + PRODUCT

*two opportunities available*

The Sustainability Sponsor at the Tourism Industry Association of Canada (TIAC) Investor Forum plays a pivotal role in advancing eco-conscious practices within the Canadian tourism sector. This sponsor will enjoy enhanced brand visibility, aligning with TIAC's commitment to sustainability. They will gain exclusive networking opportunities with industry leaders and investors, fostering collaborations to drive sustainable tourism initiatives. The sponsor's involvement will be prominently recognized, offering credibility and positive reputation enhancement. Additionally, they can showcase their sustainability initiatives, accessing a dedicated audience passionate about responsible tourism, and contributing to a more environmentally friendly and economically viable Canadian tourism industry.

- 
- Exclusivity
  - Exhibit Space
  - Verbal Recognition
  - Logo Exposure at Registration
  - Plenary Room Signage Recognition
    - logo display on plenary room screen at the Event
  - Hyperlinked Logo on Forum Website Sponsor Page





## ROOM-DROP SPONSOR

**\$3K INVESTMENT + PRODUCT**

*two opportunities available*

As the Room-Drop Sponsor you have the opportunity to be one of the first touch-points with delegates while creating a surprise & delight moment by providing a customized welcome gift that will be placed in each of their rooms.

- Verbal Recognition
- Logo Exposure at Registration
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page

**SOLD**

## LANYARD SPONSOR

**\$3K INVESTMENT + PRODUCT**

*One opportunity available*

Showcase your brand exclusively on co-branded lanyards worn by all forum delegates! Stand out by providing practical and visible lanyards that serve as a lasting reminder of your sponsorship. Don't miss this opportunity to make a lasting impression and ensure your brand takes center stage at the forum.

- Opportunity to Provide Co-Branded Lanyards for All Forum Delegates
- Logo Exposure at Registration
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page



## **MOBILE CHARGING STATIONS**

**\$3.5K INVESTMENT + PRODUCT**

*two opportunities available*

As the Mobile Charging Sponsor you have the opportunity to be prominently showcased during the event while also providing memorable convenience to attendees.

- 
- Verbal Recognition
  - Logo Exposure at Registration
  - Plenary Room Signage Recognition
    - logo display on plenary room screen at the Event
  - Hyperlinked Logo on Forum Website Sponsor Page

## **DELEGATE CARE PACKAGE**

**\$3.5K INVESTMENT + PRODUCT**

*One opportunity available*

Showcase your brand exclusively with a delegate care package that will be provided to all event attendees.

- 
- Verbal Recognition
  - Logo Exposure at Registration
  - Plenary Room Signage Recognition
    - logo display on plenary room screen at the Event
  - Hyperlinked Logo on Forum Website Sponsor Page



# BREAKFAST SPONSOR

## \$5K INVESTMENT

*Two opportunities available*

As a Breakfast Sponsor your brand will receive logo exposure at registration, recognition through plenary room signage, and special mentions from the Master of Ceremonies. Don't miss out on this chance to be recognized as a key supporter, leaving a lasting impression on attendees.

- Emcee Mention
  - podium acknowledgment as Investor Forum Partner by Master of Ceremonies at breakfast (script placement at the discretion of TIAC)
- Speaking Opportunity
  - 2 minute welcome remark at breakfast, following TIAC's opening address
- Exclusivity
- One VIP Table
- One Full Registration for the Investor Forum
- One Secondary Registration for the Investor Forum
- Customized Branding
- Culinary Offerings
- Logo Exposure at Registration
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page



# NETWORKING BREAKS SPONSOR

**\$5K INVESTMENT**

*one opportunity available*

Maximize your marketing exposure with our exclusive networking break sponsorship opportunity! Be seen by all attendees with logo exposure at registration and recognition in the plenary room. Plus, showcase your brand with branded signage displays at the buffet tables, ensuring your presence is felt during this essential networking opportunity.

- 
- Category Exclusivity
  - Verbal Recognition
  - Logo Exposure at Registration
  - Plenary Room Signage Recognition
    - logo display on plenary room screen at the Event
  - Hyperlinked Logo on Forum Website Sponsor Page
  - Branded Signage Display at the Buffet Tables



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**SOLD**

## **SPEAKER SERIES SPONSOR**

**\$5K INVESTMENT**

*one opportunity available*

The opportunity awaits for your brand to shine as the exclusive sponsor of our upcoming speaker series at the Investor Forum, where you can connect with influential industry leaders and showcase your commitment to thought leadership and innovation.

- Emcee Mention
  - podium acknowledgment as Investor Forum Partner by Master of Ceremonies at breakfast (script placement at the discretion of TIAC)
- Exclusivity
- One VIP Table
- One Full Registration for the Investor Forum
- One Secondary Registration for the Investor Forum
- Customized Branding
- Logo Exposure at Registration
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page

# RECEPTION SPONSOR

## \$5K INVESTMENT

*One opportunity available*

Exclusively sponsor the Reception and elevate your brand, including speaking opportunities, podium acknowledgments, and emcee mentions. Gain category exclusivity and the coveted first right of refusal for the next Investors Forum. Make a lasting impact with a welcome remark at the reception. Don't miss this exclusive opportunity to position your brand as a key partner and engage with influential attendees in a memorable setting.

- Emcee Mention
  - podium acknowledgment as Investor Forum Partner by Master of Ceremonies (script placement at the discretion of TIAC)
- Speaking Opportunity
  - 2 minute welcome remark at lunch, following TIAC's opening address
- Exclusivity
- One VIP Table
- One Full Registration for the Investor Forum
- One Secondary Registration for the Investor Forum
- Customized Branding
- Culinary Offerings
- Logo Exposure at Registration
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page



# LUNCH SPONSOR

## \$10K INVESTMENT

*Two opportunities available*

You will receive exceptional program integration with podium acknowledgments and emcee mentions. Enjoy valuable marketing exposure through logo displays, signage recognition, and online promotion, in addition to registration benefits and prominent visibility during the lunch buffet.

- 
- Emcee Mention
    - podium acknowledgment as Investor Forum Partner by Master of Ceremonies (script placement at the discretion of TIAC)
  - Speaking Opportunity
    - 2 minute welcome remark at lunch, following TIAC's opening address
  - Exclusivity
  - One VIP Table
  - Two Full Registrations for the Investor Forum
  - One Secondary Registration for the Investor Forum
  - Customized Branding
  - Culinary Offerings
  - Logo Exposure at Registration
  - Plenary Room Signage Recognition
    - logo display on plenary room screen at the Event
  - Hyperlinked Logo on Forum Website Sponsor Page



# MAIN STAGE PITCH SESSIONS

## SPONSOR - TIAC TANK

### \$10K INVESTMENT

*eight opportunities available*

Engage with promising startups by becoming the sponsor of a TIAC Tank session, where entrepreneurs pitch their business ideas to a panel of investors, highlighting your commitment to fostering innovation and investment opportunities, while enjoying a captivating display of pitch meetings and interaction between entrepreneurs and tycoons.

- 
- Emcee Mention
    - podium acknowledgment as Investor Forum Partner by Master of Ceremonies (script placement at the discretion of TIAC)
  - Speaking Opportunity
    - 2 minute remark
  - Two Full Registrations for the Investor Forum
  - One Secondary Registration for the Investor Forum
  - Logo Exposure at Registration
  - Plenary Room Signage Recognition
    - logo display on plenary room screen at the Event
  - Hyperlinked Logo on Forum Website Sponsor Page





# OFFICIAL CARRIER SPONSOR

**\$10K INVESTMENT**

*one opportunity available*

Soar to new heights as the exclusive Carrier Sponsor! Take the stage with a 3-minute remark, enjoy prime brand exposure, and secure first right of refusal for the 2024 Investors Forum. With complimentary registration, logo visibility, and impactful promotions, elevate your brand's presence and network with industry leaders at this premier event.

- Emcee Mention
  - podium acknowledgment as Investor Forum Partner by Master of Ceremonies (script placement at the discretion of TIAC)
- Exclusivity
- One VIP Table
- Two Full Registrations for the Investor Forum
- One Secondary Registration for the Investor Forum
- Logo Exposure at Registration
- Newsletter Feature in TIAC Talk
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page

**SOLD**

# INVESTOR-ONLY DINNER SPONSOR



**\$10K INVESTMENT**

*One opportunity available*

As the sponsor of the Investor-Only Dinner, you will have the chance to create a memorable culinary experience and connect with industry leaders in an intimate setting. This sponsorship offers prime branding visibility, a captive audience, and the opportunity to leave a lasting impression on attendees through a carefully curated dining experience.

- 
- **Speaking Opportunity**
    - 2 minute welcome remark at hosted dinner, following TIAC's opening address
  - **Emcee Mention**
    - Podium acknowledgment as Investor Forum Partner by Master of Ceremonies at sponsored event (Script placement at the discretion of TIAC)
  - **Category Exclusivity**
  - **One Ticket to Attend the Networking Reception on Night One of the Forum**
  - **One Registration for Day Two of the Investors Forum**
  - **One Ticket to Attend the Networking Dinner on Night Three of the Forum**
  - **Logo Exposure at Registration**
  - **Plenary Room Signage Recognition**
    - logo display on plenary room screen at the Event
  - **Hyperlinked Logo on Forum Website Sponsor Page**
  - **Signage at the Dinner Venue**



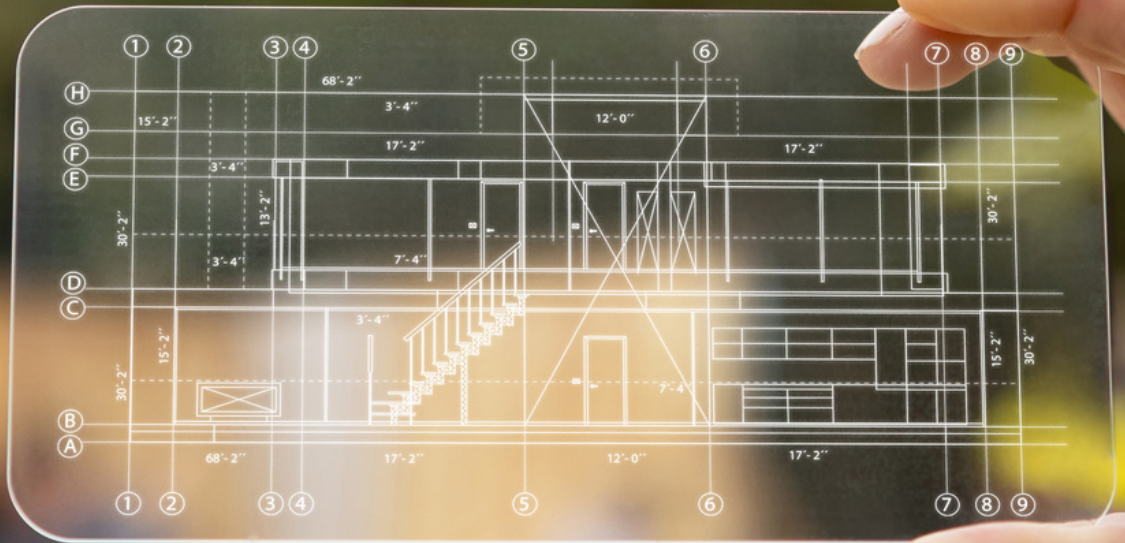
# DINNER SPONSOR

## \$10K INVESTMENT

*One opportunity available*

Capture the spotlight as the exclusive sponsor of the Networking Dinner, a highly anticipated highlight of our Investor Forum. This sponsorship opportunity offers prominent branding visibility, a captive audience of industry influencers, and the chance to leave a lasting impression as the event culminates on a high note.

- Speaking Opportunity
  - 2 minute welcome remark at hosted dinner, following TIAC's opening address
- Emcee Mention
  - Podium acknowledgment as Investor Forum Partner by Master of Ceremonies at sponsored event (Script placement at the discretion of TIAC)
- Category Exclusivity
- One Ticket to Attend the Networking Reception on Night One of the Forum
- One Registration for Day Two of the Investors Forum
- One Ticket to Attend the Networking Dinner on Night Three of the Forum
- Logo Exposure at Registration
- Plenary Room Signage Recognition
  - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page + Hyperlinked Rotating Banner Ad on Forum Website
- Signage at the Dinner Venue



# THANK YOU

**Ed Byers, Partnership Lead**  
**[sponsorship@tiac-aitc.ca](mailto:sponsorship@tiac-aitc.ca)**

# SPONSORSHIP OPPORTUNITIES

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