



TIAC 2023 INVESTOR FORUM

PARTNERSHIP OPPORTUNITIES



MESSAGE

We invite you to unlock a world of extraordinary opportunities by becoming a valued sponsor of this highly anticipated event. 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.

By joining us as a sponsor, your brand will take center stage, capturing the attention of a targeted audience of industry enthusiasts and decision-makers. This is your chance to elevate your brand visibility, showcase your organization as a key player, and leave a lasting impression on those who shape the future of tourism in Canada.

But it's not just about visibility. As a sponsor, you'll have the opportunity to forge strategic partnerships, expand your network, and seize the opportunity to be surrounded by industry experts and trailblazing entrepreneurs. Engage in thought-provoking discussions, exchange insights, and be part of the driving force behind innovation and best practices in the tourism industry.

We believe in the power of responsible tourism and the positive impact it can have on communities and the environment. Through your sponsorship, you'll demonstrate your organization's commitment to social responsibility, supporting initiatives that drive meaningful change and promote a brighter future for the industry.

Welcome to an extraordinary sponsorship opportunity that promises exceptional returns. Secure your place as a leader in the Canadian tourism industry and embark on a transformative journey with the Tourism Industry Association of Canada's Investors Forum. Together, let's unlock the limitless possibilities that await.

For more information, please contact Jennifer Taylor, VP, Business Development and Member Relation, at jtaylor@tiac-aitc.ca.

Sincerely,



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ABOUT THE EVENT



Taking place from November 26 - 29, 2023, 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 through:

Networking gatherings where delegates can connect with fellow entrepreneurs, professionals, and investors.

Capital Hall Expo is designed to provide a space where delegates can showcase and engage in meaningful conversations with potential investors.

Expert-led **Educational Keynote Sessions** to offer insights into investment strategies and industry trends.

Overall, the Investor Forum will be an action-packed and powerful event for networking, discovering investment opportunities, and gaining insights into the tourism industry.

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



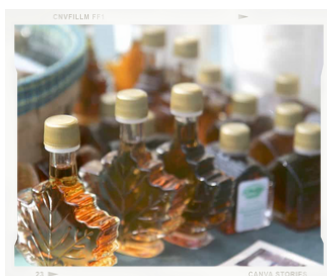
TRANSPORTATION

Airlines, Bus Services, Hyperloops, Trains



INFRASTRUCTURE

Provincial Parks



CONSUMER PACKAGED GOODS



HOSPITALITY

PROGRAM AT A GLANCE



DAY 1: SUNDAY, NOVEMBER 26

7:00 pm - 9:00 pm

Networking Reception

DAY 2: MONDAY, NOVEMBER 27

8:00 am - 9:00 am

Breakfast

9:00 am - 10:15 am

Education Session: CapitalX Talks

10:15 am - 10:30 am

Morning Break

10:30 am - 12:00 pm

Capital Hall Expo

12:00 pm - 1:00 pm

Lunch

1:00 pm - 3:00 pm

Education Session: CapitalX Talks

3:00 pm - 3:15 pm

Afternoon Break

3:15 pm - 5:00 pm

Capital Hall Expo

7:00 pm - 9:00 pm

Off-Site Networking Dinner

DAY 3: TUESDAY, NOVEMBER 28

8:30 am - 9:30 am

Breakfast

9:30 am - 10:45 am

Capital Hall Connect

10:45 am - 11:00 am

Morning Break

11:00 am - 12:30 pm

Capital Hall Connect

12:30 pm - 1:30 pm

Lunch + Closing Remarks

SPONSORSHIP OPPORTUNITIES

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2.5k	Champagne Toast Sponsor	Page 7
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5k	Live-Polling Sponsor	Page 9
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6k	Live Broadcast Sponsor	Page 10
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6k	Lunch Sponsor	Page 10
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7.5k	Reception Sponsor	Page 11
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10k	Capital Hall Sponsor	Page 14
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10k	Education Session Sponsor	Page 15
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12k	Official Carrier Sponsor	Page 16
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15k	Signature Sponsor	Page 17
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20k	Inaugural Investor	Page 18
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MORNING BREAK SPONSOR

\$2.5K INVESTMENT

Two opportunities available

Maximize your marketing exposure with our exclusive morning 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.

- 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

AFTERNOON BREAK SPONSOR

\$2.5K INVESTMENT

One opportunity available

Maximize your marketing exposure with our exclusive afternoon 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.

- 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



CHAMPAGNE TOAST SPONSOR

\$2.5K INVESTMENT + PRODUCT & CORKAGE

One opportunity available

Be the exclusive sponsor of the memorable Champagne Toast for the inaugural Investors forum and capture the attention of all attendees! This sponsorship opportunity offers marketing exposure. Impress and delight delegates by providing champagne for the prestigious Welcome Reception leaving a lasting impression.

- 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 & Bottle Display at the Bar

USB SPONSOR

\$2.5K INVESTMENT + PRODUCT

One opportunity available

Exclusive and highly practical, the USB sponsorship offers the unique opportunity to provide branded USBs to all forum delegates, ensuring your brand remains with them long after the event. Benefit from logo exposure at registration and gain recognition through plenary room signage. Don't miss out on this chance to make a lasting impression and provide a useful and memorable gift to all 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
- Branded Signage Display



ROOM-DROP SPONSOR

\$3.5K INVESTMENT + PRODUCT

One opportunity 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.

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

LANYARD SPONSOR

\$3.5K 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

BREAKFAST SPONSOR

\$4K 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.



- Logo Exposure at Registration
- Plenary Room Signage Recognition
 - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page
- 1 Logo Post or Pre Event on TIAC Social Media Channels
- Emcee Mention
 - podium acknowledgment as Investor Forum Partner by Master of Ceremonies at breakfast (script placement at the discretion of TIAC)

LIVE-POLLING SPONSOR

\$5K INVESTMENT

One opportunity available

Embrace the exclusive sponsorship opportunity as the Live-Polling Sponsor! As an Investor Forum Partner, relish a podium acknowledgment by the Master of Ceremonies. Expect special mentions from the emcee, solidifying your status as a key supporter and leaving a lasting impression on attendees.

- Logo Exposure at Registration
- Plenary Room Signage Recognition
 - logo display on plenary room screen at the Event & during live-polling
- Hyperlinked Logo on Forum Website Sponsor Page
- 1 Logo Post or Pre Event on TIAC Social Media Channels
- Emcee Mention
 - podium acknowledgment as Investor Forum Partner by Master of Ceremonies (script placement at the discretion of TIAC)

LIVE BROADCAST SPONSOR

\$6K INVESTMENT

One opportunity available

Become the exclusive Live Broadcast Sponsor and gain valuable exposure while making a lasting impact! Enjoy podium acknowledgments by the Master of Ceremonies at the sponsored event and Education Session introductions.



- One Registration for Day Two of the Investors 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
- Emcee Mention
 - podium acknowledgment as Investor Forum Partner by Master of Ceremonies (script placement at the discretion of TIAC)
- Live Broadcast Specific Mention
 - Podium acknowledgment during Education Session introduction, thanking you for sponsoring the live broadcast

LUNCH SPONSOR

\$6K 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.

- One Registration for Day Two of the Investors Forum
- One Ticket to Attend the Networking Dinner on Night Two of the Forum
- Signage on the Lunch Buffet
- Logo Exposure at Registration
- Plenary Room Signage Recognition
 - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page
- 1 Logo Post or Pre Event on TIAC Social Media Channels
- Emcee Mention
 - podium acknowledgment as Investor Forum Partner by Master of Ceremonies at breakfast (script placement at the discretion of TIAC)



RECEPTION SPONSOR

\$7.5K 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.

- Investors Forum First Right of Refusal for 2024
- 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 Two of the Forum
- Speaking Opportunity
 - 2 minute welcome remark at hosted reception, 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)
- Logo Exposure at Registration
- Plenary Room Signage Recognition
 - logo display on plenary room screen at the Event
- Hyperlinked Logo on Forum Website Sponsor Page
- 1 Logo Post or Pre Event on TIAC Social Media Channels
- Signage at the Reception Venue

SOLD

INVESTOR-ONLY DINNER SPONSOR



\$7.5K 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)
- Investors Forum First Right of Refusal for 2024
- 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
- 1 Logo Post or Pre Event on TIAC Social Media Channels
- Signage at the Dinner Venue

SOLD

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)
- Investors Forum First Right of Refusal for 2024
- 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
- 1 Logo Post or Pre Event on TIAC Social Media Channels
- Promotional Video Feature During the Forum
- Signage at the Dinner Venue
- Delegate List



CAPITAL HALL SPONSOR

\$10K INVESTMENT

One opportunity available

Elevate your brand with the exclusive Capital Hall sponsorship! Secure a speaking opportunity, podium acknowledgment, and emcee mentions, while enjoying category exclusivity. Experience prime event access, extensive marketing exposure, and a prominent presence at the Investor Forum. Ignite your brand's influence and captivate the industry's elite with Capital Hall sponsorship.

- Speaking Opportunity
 - 2 minute remarks during plenary programming at TIAC's discretion
- Emcee Mention
 - Podium acknowledgment as Investor Forum Partner by Master of Ceremonies at sponsored event (Script placement at the discretion of TIAC)
- Investors Forum First Right of Refusal for 2024
- 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
- 1 Logo Post or Pre Event on TIAC Social Media Channels + 1 Content Email Promotion Campaign to TIAC Membership
- Promotional Video Feature During the Forum
- Branding Integration Throughout Capital Hall Expo
- Delegate List



EDUCATION SESSION SPONSOR

\$10K INVESTMENT

Two opportunities available

Unleash your brand's influence as the exclusive Education Sponsor! Enjoy elite privileges including a speaking opportunity, podium acknowledgment, and emcee mentions. Gain category exclusivity, prime event access, and extensive brand exposure to captivate the industry's elite at the Investor Forum.

- Speaking Opportunity
 - 2 minute Welcome Remark & Introduction to Keynote Speaker
- Emcee Mention
 - Podium acknowledgment as Investor Forum Partner by Master of Ceremonies at sponsored event (Script placement at the discretion of TIAC)
- Investors Forum First Right of Refusal for 2024
- 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
- 1 Content Email Promotion Campaign to TIAC Membership
- 500-Word Feature Article in TIAC Talk - Q1, 2024
- Delegate List



OFFICIAL CARRIER SPONSOR

\$12K INVESTMENT

Two opportunities 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.

- Speaking Opportunity
 - 3 minute remark, 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)
- Investors Forum First Right of Refusal for 2024
- Complimentary Investor Forum Registration
 - One Registration for the entire Forum including the Networking Reception, and both Networking Dinners
- Logo Exposure at Registration + Promotional Materials Displayed at Registration (supplied by Partner)
- 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
- 1 Logo Post or Pre Event on TIAC Social Media Channels Promoting Official Carrier Status
- 1 Content Email Promotion Campaign to TIAC Membership
- 1 Promotional Video Feature During the Forum
- Delegate List



SIGNATURE SPONSOR

\$15K INVESTMENT

One opportunity available

As a Signature Sponsor you will be highlighted as a key partner in our efforts to attract and engage elite sources of capital, and will receive special acknowledgement during keynote sessions and exclusive networking opportunities with top industry executives. This premier sponsorship opportunity ensures maximum exposure and establishes your organization as a key player in shaping the future of Canadian tourism investment.

- Speaking Opportunity
 - 5 minute remark, 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)
- Investors Forum First Right of Refusal for 2024
- Complimentary Investor Forum Registration
 - One Registration for the entire Forum including the Networking Reception, and both Networking Dinners
- Logo Exposure at Registration + Promotional Materials Displayed at Registration (supplied by Partner)
- 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
- 1 Logo Post or Pre Event on TIAC Social Media Channels Promoting Official Carrier Status
- 1 Content Email Promotion Campaign to TIAC Membership
- 1 Promotional Video Feature During the Forum
- Delegate List

INAUGURAL INVESTOR

\$20K INVESTMENT

Two opportunities available, all deliverables customizable

WANT TO BECOME AN “INAUGURAL INVESTOR” FOR
THE INVESTOR FORUM?

ASK ME HOW; JENNIFER TAYLOR, VP, BUSINESS
DEVELOPMENT AND MEMBER RELATIONS

TIAC

Tourism Industry Association of Canada



AITC

Association de l'industrie touristique du Canada

THANK YOU

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PARTNERSHIP OPPORTUNITIES

