

TOURISM INDUSTRY ASSOCIATION OF CANADA

Sponsorship and Advertising Prospectus 2026



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

About the Tourism Industry Association of Canada

The Tourism Industry Association of Canada (TIAC) is Canada's national, not-for-profit voice for the tourism sector. As a membership-driven organization, TIAC champions policies that strengthen the visitor economy, delivers industry-leading training and tools, and connects members to exclusive events, business intelligence, and national advocacy initiatives.

Through programs such as the READI™ Designation Program and the national READI™ Inventory, TIAC supports tourism businesses in becoming more competitive, sustainable, and export ready.

As the recognized leader representing tourism at the federal level, TIAC offers partners direct access to policymakers, industry influencers, and to conversations shaping Canada's tourism future.

Why Partner with TIAC?

Partnering with TIAC connects your organization to the people, platforms, and policy conversations shaping Canada's tourism future.

TIAC's national programs offer year-round, high-impact visibility and direct access to Canada's most influential tourism leaders, decision-makers, and policymakers. With limited opportunities in each category, early confirmation ensures premium placement and maximum exposure.

- **National Reach:** Connect with 2,000+ members and more than 8,000 subscribers representing every province, territory, and tourism segment.
- **Credibility & Influence:** TIAC is the trusted national voice for tourism, recognized by government, media, and industry as a leader in advocacy and sector growth.
- **Impact with Purpose:** Your investment directly supports national advocacy, sustainability initiatives, workforce development, and industry readiness programs that strengthen Canada's visitor economy.



Customized Partnerships & Securing Your Opportunity

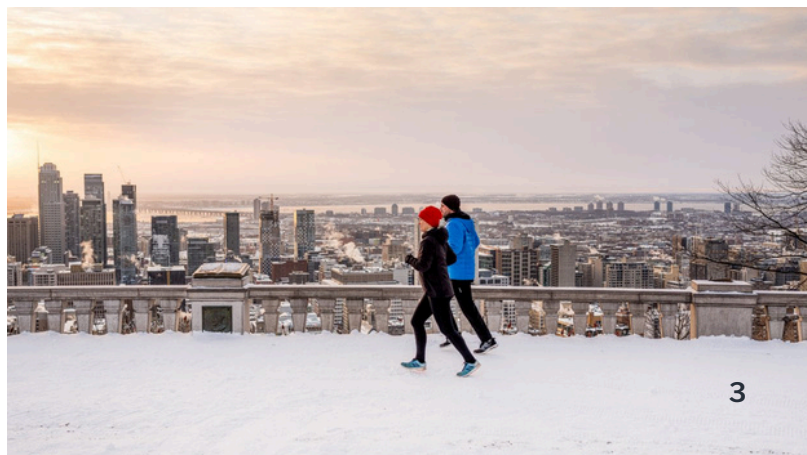
Stand out across TIAC's national programming, from flagship events to high-impact industry initiatives. Opportunities are limited and confirmed on a first-come, first-served basis.

Looking for something custom?

TIAC welcomes the opportunity to work with partners to co-create tailored activations that align with your brand objectives and support the tourism sector.

Reserve your opportunity by contacting:

Ed Byers, Partnership Lead
sponsorship@tiac-aitc.ca



Industry Patron Designation

Investment: \$40,000+ (combined membership and sponsorship)

Descriptor: Industry Patrons represent the highest level of leadership and collaboration within Canada's tourism sector. This designation recognizes organizations that invest \$40,000 or more annually through combined membership and sponsorship, demonstrating a strong commitment to national tourism growth, innovation, and advocacy.

ROI: Becoming an Industry Patron positions your organization as a national tourism leader with elevated access, visibility, and influence. Your investment fuels national advocacy, policy leadership, and programs that directly shape federal decisions impacting tourism.

As an Industry Patron, your organization is prominently recognized as a top-tier national leader contributing to stronger advocacy, sector resilience, and national industry impact.

Exclusive Industry Patron Benefits:

- Prominent logo placement on TIAC's website and in TIAC's Newsletter, under the dedicated Industry Patron banner.
- Authorization to use the official TIAC Industry Patron mark in corporate communications and promotional materials.
- Monthly national social media recognition featuring all Industry Patrons.
- Exclusive invitation for one (1) representative to attend a private Industry Patron Dinner and/or a high-level networking reception with international buyers at Rendez-vous Canada (RVC).
- CEO Virtual Roundtables (three annually) — direct access to TIAC's President & CEO and national industry leaders for strategic dialogue and insight-sharing. Tentative dates for 2026 include:
 - Tuesday, February 3, 2026,
 - Tuesday, June 16, 2026, and
 - Tuesday, October 20, 2026
- Participation in an exclusive Pre-budget consultation round-table.
- Invitation for one (1) representative to participate in Hill Day Forum.



TIAC 2026 Sponsorship and Partnering Opportunities

The 2026 sponsorship and partnering opportunities include a range of events and initiatives, providing sponsors with significant brand exposure and direct engagement with tourism professionals and decision-makers across Canada. These opportunities include:



Advocacy Opportunities



Leader-in-Focus Board Dialogue



National Tourism Week in Canada



Hill Day Forum 2026



2026 Tourism Congress and Canadian Tourism Awards



Insights for Impact White Paper Series



Advertising & Engagement

TIAC 2026 Sponsorship and Partnering Opportunities

Opportunity	Investment	Number of options	Speaking opportunity	Complimentary registration
Advocacy opportunities				
Tourism Can Data Platform Partner	\$25,000	Non-exclusive		
Advocacy Webinar Series	\$10,000	Non-exclusive	✓	
Leader-in-Focus Board Dialogue	\$35,000	Non-exclusive	✓	
National Tourism Week				
National Tourism Week Co-Sponsor	\$55,000	Non-exclusive		
Members' Reception Tourism Week Co-Sponsor	\$30,000	Non-exclusive		
Tourism Week Themed Day Sponsor	\$20,000	Non-exclusive		
Tourism Week Social Media Takeover Day	\$10,000	Non-exclusive		
Hill Day Forum				
Hill Days Forum Reception	\$25,000	Non-exclusive	✓	
Hill Days Forum Reception Immersive 180° Photo Experience Partner	\$12,500	Exclusive		
Tourism Congress and Canadian Tourism Awards				
Canadian Tourism Awards Gala Sponsor	\$50,000	Non-exclusive	✓	4
Tourism Congress Luncheon Sponsor	\$50,000	Exclusive	✓	4
Exclusive Official Carrier	\$50,000	Exclusive		2
Program Topic Inclusion	\$40,000	Four (4) opportunities	✓	2
Maritime Kitchen Party Sponsor	\$30,000	Exclusive (Co-presenting possible)	✓	2
Delegate Lounge Sponsor	\$30,000	Exclusive	✓	2
Opening Plenary Sponsor	\$25,000	Exclusive	✓	1
Official Event App Partner	\$25,000	Exclusive		1
Networking Break Sponsor	\$20,000	Exclusive		1
Canadian Tourism Award Category Sponsor	\$20,000	Multiple opportunities	✓	1
Official TIAC Members' Lounge Partner	\$18,000	Exclusive		1
Professional Headshot Lounge Partner	\$15,000	Exclusive		1
Session Sponsor	\$15,000	Multiple opportunities	✓	1
Official Transportation Partner	\$12,500	Exclusive		1
Immersive 180° Photo Experience Partner	\$12,500	Exclusive		1
Exclusive Sustainability Partner	\$10,000	Exclusive		1
Room Key Sponsor	\$10,000	Exclusive		1
Delegate Badge/Lanyard Sponsor	\$10,000	Exclusive		1
Congress Marketplace Exhibitor	\$10,000	Multiple opportunities		1
Charging Station Sponsor	\$8,500	Multiple opportunities		50% discount
Room Drop Sponsor	\$7,500	Multiple opportunities		50% discount
VIP Meeting Rooms	\$7,500	Exclusive		50% discount
Kitchen Party Bar Sponsors	\$5,000	Multiple opportunities		50% discount
Digital Countdown Clock	\$5,000	Exclusive		50% discount
Taste of the Maritimes Culinary Stations	\$2,500 each	Multiple opportunities		50% discount
Insights for Impact White Paper Series				
Series Title Sponsor	\$75,000	Exclusive		
Subject Matter Sponsor	\$30,000	Multiple opportunities		
Advertising & Engagement				
TIAC Website Hero Image Sponsorship		\$20,000 per year or \$12,500 for 6 months		
Virtual Townhall Partner	\$20,000	Up to five (5) regional virtual townhalls		
Ask an Expert Webinar		\$5,000 per webinar		
TIAC Newsletter Ad Space		\$1,000 per month		
News You Can Use (NYCU)		\$500 per ad, 6-month cycle		

Sponsorship opportunities are subject to change.



Advocacy Opportunities

TIAC's Advocacy Opportunities elevate your organization's visibility and influence at the highest levels of government. These exclusive partnerships align your brand with Canada's most impactful tourism policy initiatives and demonstrate your commitment to shaping a stronger, more competitive visitor economy.

Your investment directly supports TIAC's year-round federal advocacy efforts ensuring the industry's priorities are heard, understood, and acted upon by policymakers.

Advocacy Opportunities

Tourism Can Data Platform Partner

Investment: \$25,000

Descriptor: Support TIAC's TourismCan.ca advocacy platform Canada's centralized source for tourism economic impact data by province and federal riding. Sponsorship includes co-branding on key website pages and the option to feature your brand on localized dashboards (e.g., ontario.tourismcan.ca).

ROI: Demonstrate leadership in data transparency and advocacy. Your organization gains visibility with policymakers, regional partners, and media who rely on TourismCan.ca to understand tourism's economic performance.

Deliverables:

- Co-branding on TourismCan.ca pages.
- Logo + link on provincial dashboards (optional).
- Access to summarized provincial data for advocacy or marketing use.

Advocacy Webinar Series

Investment: \$10,000 per webinar

Descriptor: Sponsor a national advocacy-focused webinar featuring TIAC leadership and invited policymakers. Each session spotlights key industry priorities and positions your organization as a thought leader supporting Canada's tourism sector.

ROI: Strengthen your visibility as a policy-involved partner and engage directly with TIAC members, government audiences, and sector leaders through national discussions.

Deliverables:

- Logo placement on event registration and promotional materials.
- Verbal acknowledgment during live sessions.
- Inclusion in TIAC's digital promotion and post-event highlights.

An aerial photograph of a coastal landscape. In the foreground, there's a small settlement with houses and roads. Beyond it is a large body of water, possibly a bay or fjord, surrounded by steep, forested hills. In the background, more hills and mountains are visible under a clear sky. The image is used as a background for a text overlay.

Leader-in-Focus Board Dialogue

This is TIAC's most exclusive thought-leadership platform, offering unprecedented access to TIAC's Board and a direct role in shaping national priorities.

Leader-in-Focus Board Dialogue

Investment: \$35,000

Descriptor: TIAC's Leader-in-Focus Board Dialogue provides an exclusive opportunity for a **regular** TIAC member organization to present directly to the Board of Directors during one of TIAC's quarterly meetings. This 30-minute, high-impact platform is reserved for organizations shaping Canada's tourism landscape through innovation, research, or emerging sector insights.

The purpose? To bring forward strategic insights, emerging trends, and sector-shaping intelligence that support TIAC's advocacy, policy, and national sector priorities.

ROI:

- Elevates industry expertise within TIAC's governance process.
- Ensures the Board hears directly from leading voices influencing national tourism development.
- Strengthens alignment between TIAC's advocacy, policy priorities, and member perspectives.
- Offers a prestigious visibility opportunity with national decision-makers.

Format:

- 30-minute presentation + Q&A
- Selected based on relevance to TIAC's strategic priorities (e.g., workforce, sustainability, export readiness, innovation)



An aerial photograph of a city skyline, likely Toronto, with numerous skyscrapers and buildings. The image is overlaid with a dark, semi-transparent rectangular area that serves as a background for the text. The sky is visible at the top, showing some clouds.

National Tourism Week in Canada

April 20 - 24, 2026

National Tourism Week in Canada is TIAC's platform to celebrate the value, impact, and resilience of Canada's tourism industry. The week engages communities, industry leaders, partners, and policymakers in highlighting tourism's vital role in Canada's economy and cultural identity. Through events, digital campaigns, and sector-wide promotions, National Tourism Week elevates key industry messages and unites the country behind a shared vision for tourism.

Tourism Week in Canada

April 20 - 24, 2026

National Tourism Week Co-Sponsor

Investment: \$55,000

Descriptor: Achieve prominent, week-long visibility across all Tourism Week communications, media outreach, and TIAC digital platforms. As the National Tourism Week Co-Sponsor, your brand is positioned as a national champion advancing tourism advocacy and sector growth. This opportunity includes reception sponsor recognition as well as a showcase of the sponsor's impact with 30-second branded video on screens throughout the National Tourism Week in Canada Reception.

ROI: Unmatched national visibility as the presenting supporter of Canada's signature tourism advocacy campaign increasing your brand's alignment with industry leadership, sector pride, and national influence.



Members' Reception Co-Sponsor

Investment: \$30,000

Descriptor: Co-Sponsor of the TIAC Members' Reception, featuring premium branding, on-site signage, dedicated digital recognition, and a showcase of the sponsors impact with a 30-second branded video on screens throughout the reception.

ROI: Direct, high-value engagement with Canada's tourism leaders, combined with national visibility as a key partner supporting industry collaboration and member relationships.

Tourism Week in Canada

April 20 - 24, 2026

Themed Day Sponsor

Investment: \$20,000

Descriptor: Sponsor a themed editorial day during National Tourism Week (e.g., Indigenous Tourism, Heritage & Culture, Nature & Adventure), integrated into all digital storytelling, sector highlights, and national content campaigns.

ROI: Direct alignment with a high-profile theme that supports your brand values, helping you reach engaged audiences through targeted national storytelling.

Social Media Takeover Day

Investment: \$10,000

Descriptor: Host a full-day social media takeover during National Tourism Week, featuring curated posts, stories, and messaging aligned to your brand. TIAC will amplify your content across its national channels with coordinated tagging and visual integration.

ROI: Significant national visibility and authentic brand storytelling delivered to a large, engaged tourism audience across all TIAC platforms.





Hill Days Forum 2026

TIAC's Hill Days Forum is an exclusive advocacy event bringing together tourism industry leaders, Members of Parliament, senior government officials, and national stakeholders. The Forum provides a high-impact platform to strengthen relationships, advance sector priorities, and reinforce tourism's economic importance at the federal level.

Featuring curated networking, strategic conversations, and national visibility, Hill Days positions tourism as a key contributor to Canada's economic and social prosperity.

Hill Days Forum 2026



Reception Co-Sponsor

Investment: \$25,000

The Hill Days Reception is one of TIAC's most influential federal advocacy events, connecting industry leaders directly with decision-makers on Parliament Hill. This high-level event places your brand in front of 100+ MPs, Senators, and senior federal officials; a rare opportunity to influence Canada's tourism agenda.

As Co-Sponsor, your brand receives premium visibility across all event touchpoints, including invitations, on-site signage, and the official step-and-repeat backdrop. Includes a speaking opportunity during the program.

Descriptor: Co-sponsor of the exclusive Hill Days Reception, including branding on invitations, step-and-repeat backdrop, and speaking opportunity.

ROI: Elevate your organization's profile with federal policymakers and national tourism leaders at TIAC's highest-profile advocacy gathering. Your brand gains visibility in a setting where sector priorities are actively shaped and advanced.



Immersive 180° Photo Experience Partner

Investment: \$12,500

Descriptor: Step into the spotlight as the sponsor of our full-circle 180° Photo Experience at the reception. Delegates capture dynamic slow-motion videos and branded photo clips that are instantly shareable on social media. Your logo is displayed on all digital outputs, on-site signage, and the sharing interface. Sponsors also receive attendee contact information for all participants who opt in.

ROI: Extensive brand visibility across attendee-generated social posts. Direct lead capture of engaged participants. Strong presence in a fun, high-energy activation that creates buzz. Inclusion in event photography and recap materials where the booth appears.



Optional Activations

Additional activation opportunities such as Entertainment Sponsorship or Culinary Showcase Sponsorship can be tailored to your brand at a preferred rate. These activations provide additional visibility and offer authentic, memorable touchpoints with policymakers and industry leaders.



Tourism Congress & Canadian Tourism Awards

**November 17 - 19, 2026
Fredericton, New Brunswick**

The Tourism Congress is TIAC's flagship event. It brings together hundreds of tourism industry leaders, government officials, and key stakeholders to discuss trends, challenges, and the future of tourism in Canada. The Congress provides a platform for policy dialogue, networking, and innovative solutions.

The Canadian Tourism Awards, presented by the Tourism Industry Association of Canada (TIAC), recognize the best and brightest in Canada's tourism industry. From outstanding teams and organizations to individual luminaries who surpass all expectations, exemplifying a commitment to provide nothing short of exceptional tourism experiences from coast to coast to coast.

As a value-add, all sponsors receive the attendee contact list of all participants who opt in, generating warm leads from highly engaged delegates.

Platinum Opportunities

Canadian Tourism Awards Gala Sponsor

Investment: \$50,000

Descriptor: Achieve unparalleled national visibility as the presenting sponsor of the Canadian Tourism Awards Gala, the premier celebration of excellence in Canada's tourism industry. Includes:

- Prominent digital and on-stage branding
- Pre-event promotions across TIAC platforms
- Speaking opportunity during the Gala
- Feature placement in national post-event communications
- VIP Table
- Four (4) full Congress + CTA registrations

ROI: High-profile national recognition as a champion of excellence in Canadian tourism, with unmatched brand exposure throughout this marquee event.

Luncheon Sponsor

Investment: \$50,000 per day

Descriptor: Exclusive sponsor of the Congress luncheon one of the most highly attended moments of each day. Includes premium branding on tables, digital screens, signage, and the option for a short speaking opportunity or branded video. Programming to be developed in collaboration with TIAC, including final approval of all speakers. Includes four (4) full delegate registrations.

ROI: High-impact brand visibility during prime networking time and direct engagement with hundreds of delegates in a focused, high-energy setting.



Platinum Opportunities

Exclusive Official Carrier

Investment: \$50,000

Descriptor: Position your airline as the exclusive Official Carrier for the 2026 Tourism Congress & Canadian Tourism Awards. This premium partnership includes prominent branding across all digital, print, and on-site materials, plus a dedicated presence on the “How to Get Here” webpage with booking instructions and preferred fare details and includes two (2) full delegate registrations.

ROI: Establish your airline as the preferred travel partner for Canada’s tourism sector, with continuous visibility across every delegate touchpoint from registration and travel planning to on-site engagement and finalist communications.

Tourism Congress Program Topic Inclusion

Investment: \$40,000

Descriptor: Guaranteed inclusion of a session topic or speaker in the Congress program (subject to TIAC’s content standards and approval). This opportunity positions your organization as a thought leader contributing to national tourism conversations and includes two (2) full delegate registrations.

ROI: Meaningfully influence national dialogue and ensure your expertise is prominently featured within Congress’s strategic programming.



Gold Opportunities

Maritime Kitchen Party

Investment: \$30,000

Descriptor: Take centre stage as the presenting partner of the Maritime Kitchen Party; Congress' high-energy opening night designed to set the tone for connection, culture, and celebration. Your brand will be seamlessly integrated into this authentic East Coast experience, from the first welcome to the final encore.

Co-presenting options can be explored.

Includes:

- Exclusive naming rights: "Maritime Kitchen Party presented by [Sponsor]"
- Speaking opportunity (welcome toast and band introduction)
- Verbal recognition by the band during performance
- Premium on-site branding (stage, entrance, and high-visibility areas)
- Prominent logo placement across program, app, and signage
- Inclusion in pre-event promotions and "don't miss" marketing

ROI: Position your organization as the host of Congress' most memorable and talked-about experience, aligning your brand with energy, authenticity, and national industry connection.

Delegate Lounge Sponsor

Investment: \$30,000

Descriptor: Exclusive sponsor of the Delegate Lounge; the central hub for meetings, networking, and downtime. Ideal for organizations focused on B2B engagement, technology, financial services, or investor relations. Includes branding throughout the space, custom charging stations, and opportunities for product display or experiential activations. Includes two (2) full delegate registrations.

ROI: Continuous engagement as delegates gather, rest, and network in your branded space.

Silver Opportunities

Opening Plenary Sponsor

Investment: \$25,000

Descriptor: Sponsor the Opening Plenary, Congress's most highly attended session. Includes on-stage recognition, prominent digital branding, and acknowledgment in the event app and program. Includes two (2) full delegate registrations.

ROI: Associate your brand with Congress's premier thought-leadership session and gain visibility with the full delegate audience.

Official Event App Partner

Investment: \$20,000

Descriptor: As the Official Event App Partner, your brand becomes the gateway to the entire delegate experience. From schedules and maps to speaker bios and real-time updates, thousands of touchpoints flow through the event app—putting your organization front and centre throughout the program. Your logo is prominently displayed on the app's splash screen, navigation bar, and push notifications, generating hundreds of high-frequency impressions per delegate throughout Congress. Includes one (1) full delegate registrations and the opportunity to include one (1) sponsored push notification per day. Analytics report app traffic, impressions, and engagement.

ROI: Year-round visibility through pre-event app access and post-event content. High-frequency brand impressions every time a delegate opens the app. Recognition as a digital innovation supporter for Canada's tourism industry.

Networking Break Sponsor

Investment: \$20,000

Descriptor: Sponsor the Congress's official Networking Breaks, featuring branded signage and digital recognition in daily event communications. Includes one (10 full delegate registration. The sponsor can provide branded napkins and coffee cups at their own cost.

ROI: High-frequency visibility during peak networking moments as delegates gather, connect, and recharge.

Silver Opportunities

Canadian Tourism Award Category Sponsor

Investment: \$20,000

Descriptor: Sponsor one of the Canadian Tourism Award categories, with on-stage recognition, program visibility, and the opportunity to present the award. Includes one (1) delegate registration and a branded VIP table for award finalists.

ROI: Recognition tied to excellence in tourism with strong media visibility.

This opportunity sells out annually. Early confirmation strongly recommended.

Official TIAC Members' Lounge Partner

Investment: \$18,000

Descriptor: As the Official TIAC Members' Lounge Partner, your brand anchors one of the most valued spaces at the event; a dedicated retreat for TIAC members to network, recharge, meet with partners, and conduct business. This premium, members-only environment offers high visibility and meaningful engagement with Canada's tourism leaders and decision-makers. Your branding will be integrated throughout the lounge, including signage, digital screens (if applicable), tabletop displays, and recognition in the event program and app.

This is an ideal opportunity for a sponsor seeking to be closely aligned with TIAC's membership community and to support the industry's business-to-business connections. Includes one (1) full delegate registration.

ROI: High-value visibility with TIAC's most engaged audience: members and senior delegates. Opportunity to leave collateral or host informal meet-and-greets within the lounge (in consultation with TIAC). Branding on all lounge signage, digital displays, and directional materials. Recognition in the event app, program, and onsite announcements as the exclusive lounge partner. Strong association with member value, industry leadership, and professional community-building. Option to provide a branded giveaway or hospitality touch (coffee, snacks, water, etc.) to increase sponsor activation and foot traffic.

Silver Opportunities

Professional Headshot Lounge Partner

Investment: \$15,000

Descriptor: Position your brand as a champion of professional growth by sponsoring the Headshot Lounge. Member delegates will receive complimentary, high-quality professional headshots, one of the most popular experiential activations at TIAC events. Your branding is featured at the studio, on directional signage, and on the digital delivery email.

ROI: Position your brand as a champion of professional growth by sponsoring the Headshot Lounge. Member delegates will receive complimentary, high-quality professional headshots, one of the most popular experiential activations at TIAC events. Your branding is featured at the studio, on directional signage, and on the digital delivery email.



Silver Opportunities

Session Sponsor

Investment: \$15,000 per session

Descriptor: Sponsor a Congress session with branding on slides, digital program listings, and session materials. Includes one (1) full delegate registration.

ROI: Steady, topic-aligned visibility with a targeted audience throughout the session.

Official Transportation Partner

Investment: \$12,500

Descriptor: The Official Transportation Partner supports seamless movement between hotels, venues, and conference events, helping delegates fully engage in the experience. This highly visible opportunity aligns your brand with accessibility, convenience, and a smooth, well-connected conference journey.

Includes:

- Exclusive branding of delegate transportation throughout the conference (including hotel routes and special events)
- Association with a seamless and accessible delegate experience across all conference venues
- Branded presence at key touchpoints (host hotel, event venues, and transportation pick-up/drop-off locations)
- Recognition in pre-event communications, website, and mobile app (e.g., “Getting Around” information)

ROI: Align your brand with ease, access, and thoughtful delegate experience—becoming an essential part of how attendees engage with the event.



Silver Opportunities

Immersive 180° Photo Experience Partner

Investment: \$12,500

Descriptor: Step into the spotlight as the sponsor of our full-circle 180° Photo Experience during the Maritime Kitchen Party. Delegates capture dynamic slow-motion videos and branded photo clips that are instantly shareable on social media. Your logo is displayed on all digital outputs, on-site signage, and the sharing interface. Includes one (1) delegate registration.

ROI: Extensive brand visibility across attendee-generated social posts. Direct lead capture of engaged participants. Strong presence in a fun, high-energy activation that creates buzz. Inclusion in event photography and recap materials where the booth appears.

Exclusive Sustainability Partner

Investment: \$10,000

Descriptor: Be featured as TIAC's Sustainability Partner, supporting eco-friendly practices throughout Congress and in all sustainability-related communications. Includes one (1) delegate registration.

ROI: Aligns your brand with environmental leadership and responsible tourism.



Silver Opportunities

Exclusive Room Key Sponsor

Investment: \$10,000

Descriptor: Feature your logo on all official partner hotel room keys used by Congress delegates. Includes one (1) delegate registration.

ROI: High-exposure opportunity ensuring daily impressions throughout each delegate's stay.

Exclusive Delegate Badge/Lanyard Sponsor

Investment: \$10,000

Descriptor: Feature your logo on all delegate badge or Lanyard worn throughout Congress, plus digital recognition in the event app. The sponsor provides and ships the product. Includes one (1) delegate registration.

ROI: Unmatched visibility as your logo appears in all photos, sessions, and networking events.

Congress Marketplace Exhibitor

Investment: \$10,000 per booth

Descriptor: Showcase your organization in the Congress Marketplace with a branded 10'x10' exhibit space, including Wi-Fi access and signage. Note must be a TIAC Member. Includes one(1) full delegate registration.

ROI: Direct engagement with tourism professionals and buyers in a high-traffic marketplace environment.

Bronze Opportunities

Charging Station Sponsor

Investment: \$8,500 per station

Descriptor: Place branded charging stations throughout Congress for continuous delegate interaction and visibility. Includes 50% discount on one (1) full delegate registration.

ROI: Frequent interaction as delegates recharge devices; your logo stays top of mind.

Room Drop Sponsor

Investment: \$7,500

Descriptor: Deliver branded items or messages directly to delegates' hotel rooms for a memorable, personalized touchpoint. Sponsor provides and ships the product and covers room-drop costs. Includes a 50% discount on one (1) full delegate registration.

ROI: Personal and memorable engagement that reinforces your brand daily.

VIP Meeting Rooms

Investment: \$7,500

Descriptor: Sponsor a branded private meeting room available for delegate meetings and networking throughout Congress. Includes a 50% discount on one (1) full delegate registration.

ROI: Associates your brand with productivity, connection, and collaboration.



Bronze Opportunities

Kitchen Party Bar Sponsors

Investment: \$5,000

Descriptor: Be at the heart of the celebration by hosting one of the most social and high-traffic areas of the Kitchen Party. This is where conversations start, connections are made, and the energy builds. Two (2) available.

Includes:

- Exclusive branding at a dedicated bar
- Signature drink naming rights
- High-visibility placement in a premium gathering area
- Optional branded cups or cocktail napkins (production at sponsor cost)
- Opportunity to feature or incorporate product (if applicable)

ROI: Drive strong brand recall through repeated, high-impact interactions in one of the most engaged and social environments of the evening.



Digital Countdown Clock

Investment: \$5,000

Descriptor: Feature your logo on the digital countdown clock displayed before all plenaries and sessions ensuring repeated impressions throughout Congress. Includes a 50% discount on one (1) full delegate registration.

ROI: High-frequency exposure seen repeatedly by all delegates throughout Congress.

Bronze Opportunities

Taste of the Maritimes Culinary Stations (Limited Availability)

Investment: \$2,500 each

Descriptor: Showcase your brand through one of the Kitchen Party's signature culinary experiences. Each station highlights iconic East Coast flavours, creating a natural and authentic way to connect with delegates.

Stations Include:

- The Kitchen Table – Soup & Bread Station
- The Wharf Fry – Fish & Chips Station
- The Dockside Grill – Slider Station
- The Shed Supper – Baked Potato Bar
- The Fisherman's Catch – Seafood Table
- The Bake Table – Sweet Station

Includes:

- Branded presence at a dedicated culinary station
- Integration into station signage and themed naming
- Association with a featured East Coast food experience
- Subtle, authentic brand storytelling tied to the experience

ROI: Align your brand with one of the most memorable sensory elements of the event—creating meaningful, experience-driven connections with delegates.





Insights for Impact White Paper Series

TIAC's Insights for Impact White Paper Series provides timely, evidence-based analysis on the key issues shaping Canada's tourism landscape. Each publication explores critical challenges and emerging opportunities, offering practical recommendations to support policy advancement, sector development, and industry competitiveness.

Sponsoring this series aligns your organization with leading national research, thought leadership, and the insights that guide TIAC's advocacy and strategic priorities.

White Paper Series Opportunities

Series Title Sponsor (one available)

Investment: \$75,000

Descriptor: Become the exclusive Title Sponsor of TIAC's Insights for Impact White Paper Series. Includes premium branding on each publication, recognition in executive summaries, and opportunities to contribute a short forward or expert insight (subject to TIAC approval).

ROI: Position your organization as a national leader in research, trusted by federal policymakers, national media, and industry stakeholders, with prominent visibility across all white papers and related national communications.

Subject Matter Sponsor

Investment: \$30,000

Descriptor: Sponsor an individual white paper focused on a priority topic such as sustainability, labour, Indigenous tourism, digital transformation, or another TIAC-approved theme. Includes secondary branding throughout the publication and recognition in associated communications.

ROI: Gain strategic alignment with national research and policy themes that matter most to your organization, strengthening your visibility among policymakers, stakeholders, and industry leaders.





Advertising & Engagement

TIAC's Advertising & Engagement Opportunities connect your brand directly with Canada's tourism community through storytelling, digital visibility, and national thought leadership platforms. These opportunities are ideal for organizations seeking year-round brand exposure, authoritative positioning, and direct engagement with tourism professionals, policymakers, and industry partners.

All submitted content undergoes TIAC's quality assurance review to ensure alignment with national industry priorities.

Advertising & Engagement Opportunities only available to TIAC Regular Member.

Advertising & Engagement

TIAC Website Hero Image Sponsorship

Investment: \$20,000 per year or \$12,500 for 6 months

Descriptor: Secure premium brand visibility in the Hero Image position on TIAC-AITC.ca the highest-impact visual space on TIAC's homepage. This top-of-page banner showcases your message to national and international tourism stakeholders upon landing on the site.

ROI: Gain maximum digital prominence and immediate recognition among TIAC members, policymakers, media, and industry stakeholders who rely on TIAC-AITC.ca for national tourism updates.

Virtual Townhall Partner

Investment: \$20,000

Descriptor: Become the Official Partner of up to five (5) regional virtual townhalls representing Atlantic, Prairie, Northern, Western, and Eastern Canada. These sessions convene members, policymakers, and regional stakeholders to discuss timely issues and opportunities.

Deliverables and benefits:

- Premium logo placement on registration pages, promotional materials, and post-event summaries
- Early access to townhall insights and findings
- Co-branding on the national summary brief or white paper
- Verbal recognition at each session
- Inclusion in TIAC's digital promotion

ROI: Demonstrate national leadership in sector collaboration and gain sustained visibility across Canada's regions while engaging directly with diverse tourism stakeholders.

Advertising & Engagement

Ask an Expert

Investment: \$5,000 per webinar

Descriptor: Host a monthly “Ask an Expert” online learning session, positioning your organization as the featured Guest Expert for TIAC members. TIAC manages full production, promotion, and national distribution of the webinar.

ROI: Establish your organization as a trusted national thought leader while reaching a large audience of tourism professionals, destination leaders, and industry decision-makers.

TIAC Newsletter Ad Space

Investment: \$1,000 per month

Descriptor: Promote your campaigns, reports, tools, or announcements in TIAC’s national monthly e-newsletter distributed to more than 8,000 tourism professionals, industry leaders, and government stakeholders.

ROI: Deliver your message directly to a high-value audience of tourism decision-makers through one of TIAC’s most trusted communication channels.

News You Can Use (NYCU)

Investment: \$500 per month

Descriptor: TIAC’s weekly digest reaches over 8,000 subscribers with industry-leading open rates, ensuring consistent national exposure. Feature dedicated ad space in TIAC’s News You Can Use, a weekly digital digest distributed to over 8,000 subscribers. This space is ideal for promoting timely programs, events, or research.

ROI: Maintain top-of-mind visibility with a broad national audience through frequent, recurring digital impressions.

Reserve your opportunity by contacting:

Ed Byers

Partnership Lead

sponsorship@tiac-aitc.ca

