



**TOURISM INDUSTRY
ASSOCIATION OF CANADA**

**ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA**

2024

**Sponsorship and
Industry Patron
Opportunities**

Introduction

Discover a world of unrivaled opportunities by partnering with the Tourism Industry Association of Canada (TIAC) to help shape the future of leisure and business travel in Canada. Our exclusive 2024 Sponsorship and Industry Patron Opportunities await, offering strategic sponsorship options that promise a journey filled with influence, innovation, and impactful collaborations.

Sponsorship opportunities are available at many of TIAC's events and are outlined on the pages that follow including:

- **Tourism Congress and the Canadian Tourism Awards 2024 - Dec 3 -5, 2024**
- **Tourism Roundtables – Fall 2024**
- **Hill Days – Fall 2024**
- **News You Can Use eBlast Banner Advertising**

By making a combined investment of \$35,000 or more through membership and sponsorship, your organization will become an Industry Patron, aligning your brand with the forefront of positive change in the tourism sector. Your commitment transcends mere financial support – it becomes a strategic investment in overcoming industry barriers, solidifying TIAC as the national voice of tourism.

As a TIAC Industry Patron, you gain access to exclusive benefits, including:

- Logo prominence on the TIAC website's Industry Patron rotating banner
- Feature in TIAC Talk under the Industry Patron highlight section
- Inclusion in the monthly Industry Patron spotlight on social media
- VIP invitation for one representative to attend an exclusive reception/or dinner during Rendez-vous Canada, alongside select International Buyers
- Exclusive participation for one representative in the CEO's Virtual Round Table
- A coveted seat for one representative at TIAC's Annual Hill Days team meetings, coupled with a comprehensive pre-meeting package and invitation to a private dinner with special guest.

Unlock the potential of your brand and shape the future of travel by exploring our diverse sponsorship opportunities available at many TIAC events, detailed in the following pages.




























If you have additional Ideas, we can tailor a package to suit your unique needs and goals like adding a member webinar session or advertising in our monthly newsletter.

We look forward to working with you!

Sincerely,

Mitch Prudhomme, Director, Business Development
e: mprudhomme@tiac-aitc.ca

Tourism Congress and the Canadian Tourism Awards 2024

Investment Level	\$2,500 - \$3,500	\$10,000	\$15,000	\$30,000	\$50,000
Sponsorship Level	Supporter	Bronze	Silver	Gold	Platinum
Options Available	<ol style="list-style-type: none"> 1. Exhibitor 2. Small Business Sponsor 3. Room Drop 	<ol style="list-style-type: none"> 1. Mobile Charge Stations 2. Branded Lanyard Sponsor 3. Hotel Key Card 4. App Sponsor 5. Wi-Fi Sponsor 6. Accessibility/ Translation Sponsor 7. Sustainability and Community Engagement Sponsor 8. Digital Media Sponsor 9. Award Gala Wine Sponsor 	<ol style="list-style-type: none"> 1. Tourism Congress Session Sponsor 2. Presenting Partner Canadian Tourism Award 3. Quiet Lounge Sponsor 4. Workshop Day Networking Break (x2) Sponsor - Dec 3 5. Canadian Tourism Awards Entertainment Sponsor 	<ol style="list-style-type: none"> 1. Keynote Plenary Sponsor - 2 options 2. Breakfast Sponsor Dec 4 or 5 3. Tourism Congress-Networking Break (x 4) Sponsor Dec 4 & 5 4. Exclusive Airline Carrier 5. Workshop Day Luncheon Sponsor 	<ol style="list-style-type: none"> 1. Tourism Congress Luncheon Sponsor - Dec 5 2. Presenting Partner of the Canadian Tourism Awards
Speaking Opportunity					
Conference Website					
Onsite Signage					
Promotion and communication					
Social Media Post				1	2
"e-blast" to Delegates					
Sponsor ribbon					
VIP Table at Luncheons					
Full Registration - Workshop Day, Congress, and Awards Gala					2
Tourism Congress Registration	1	1	1	2	

Maximize Your Impact: Sponsor the 2024 TIAC Tourism Congress & Canadian Tourism Awards!

Are you ready to elevate your brand to the forefront of Canada's tourism industry? We invite you to seize an unparalleled opportunity to showcase your business at the 2024 TIAC Tourism Congress and the prestigious Canadian Tourism Awards.

From December 3rd to 5th, the Sheraton Vancouver Wall Centre will transform into a vibrant hub of industry professionals, government representatives, and thought leaders. This premier event is designed to foster innovation, share insights, and tackle the most pressing challenges in the tourism sector.

Why Sponsor the 2024 TIAC Tourism Congress?

- **Industry Workshop Day** (December 3rd): Kick off the Congress with workshops dedicated to pivotal topics such as Integrating AI, Human Resources, and Sustainable Tourism. Your brand will be front and center as industry professionals seek cutting-edge solutions and insights.
- **Innovative Programming** (December 4th & 5th): Engage with attendees through keynote speeches, panel discussions, and networking sessions. This is your chance to align your brand with innovation and thought leadership.
- **Canadian Tourism Awards Gala** (December 5th): The highlight of the Congress, the Awards Reception and Gala Dinner, celebrates excellence in tourism. As a sponsor, you'll be associated with the pinnacle of industry achievement and prestige.

Join us in driving the future of Canadian tourism. Sponsorship at the 2024 TIAC Tourism Congress and Canadian Tourism Awards is not just an investment in your brand, but a commitment to the growth and sustainability of the entire industry. Don't miss out on the chance to be a key player in this influential event.

Secure your sponsorship today and let's make the 2024 Tourism Congress a landmark event together.

If you have additional ideas, we can tailor a package to suit your unique needs and goals like adding a member webinar session or advertising in our monthly newsletter.

We look forward to working with you!

Jennifer Taylor | Vice President, Business Development, jtaylor@tiac-aitc.ca

Ed Byers | Sponsorship Lead, sponsorship@tiac-aitc.ca

Our Reach & Target:

Last year, 409 delegates attended the Tourism Congress in Ottawa and 345 attended the Canadian Tourism Awards.

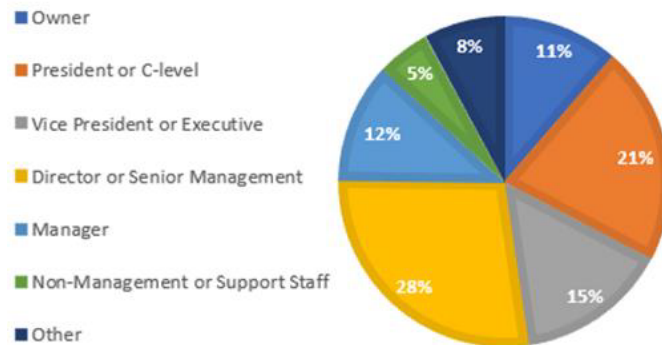
Our Target for 2024 is to reach 500 delegates.

TIAC's annual Tourism Congress attracts a diverse group of business owners, senior management, and key corporate decision-makers, including presidents, executive directors, COOs, general managers, and account executives from both the public and private sectors.

Participants range from large national and multinational corporations to small and medium-sized enterprises. Attendees represent a broad spectrum of the industry, including accommodations, airports, attractions, concert halls, convention centres, duty-free shops, festivals & events, restaurants & food services, arenas, transportation, travel services, travel trade, destination and provincial/territorial marketing organizations, suppliers, travel media, and educational institutions. Congress attracts C-suite industry leaders, mid-level management, SME representatives, as well as professors, teachers, and students from various educational institutes.

With the introduction of Industry Workshop Day, our reach will further expand to include even more SMEs and mid-level management professionals.

JOB LEVEL



Social Media Impact

- Weekly social posts on LinkedIn garnered an average CTR of 3.2% (benchmark is 2-3%)
- During the week of the event, over 147 posts were made collectively on LinkedIn, Facebook, Instagram and Twitter, with Instagram garnering the most engagement due to the varying of content (reels, stories, posts)
- The highest engagement was with the Day 1 and Day 2 recap videos of Congress, which saw an engagement rate average of 7.54% between Twitter, LinkedIn, and Instagram
- During the event (November 20-24), TIAC gained 141 LinkedIn followers, 66 followers on Instagram, 10 new Facebook page followers, and 3 new followers on Twitter

2024 Tourism Congress Sponsorships in Detail

INVESTMENT

Platinum - 2 options

\$50,000

1. Tourism Congress Luncheon Sponsor - Dec 5th

- Opportunity to deliver a 30-minute presentation.
- Play a 90-second branded sponsorship video before the session as well as share it through TIAC social media and website

2. Presenting Partner of the Canadian Tourism Awards

- Opportunity for 1 min video and speaking opportunity - greeting delegates at the start of the Gala Award Ceremony

INVESTMENT

Gold - 6 options

\$30,000

1. Keynote Plenary Sponsor - 2 options.

- Introduce the Keynote and play a 90-second branded sponsorship video before the session as well as share through TIAC social media and website.

2. Breakfast Sponsor (Dec 4 or 5)

- Opportunity to deliver a 20-minute session.

3. Tourism Congress Networking Break (x 4) Sponsor Dec 4 & 5

- Customized brand visibility - work with TIAC to creatively design the networking break experience, incorporating unique and memorable elements that leave a lasting impression on attendees.
- Exhibitor space

4. Exclusive Airline Carrier

- Booking Widget on TIAC Tourism Congress site

5. Workshop Day Luncheon Sponsor - Dec 3

- Opportunity to deliver a 20-minute presentation.

Silver - 7 options

INVESTMENT

\$15,000

1. Tourism Congress Session Sponsor

- Introduce the moderator
- Place one-minute videos at the beginning of a session

2. Presenting Partner Canadian Tourism Award

- Speaking opportunity with representative presenting the award to a recipient

3. Quiet Lounge Sponsor

- A customizable, quiet lounge space for delegates to convene and work throughout the event. The room will allow you to feature your branded marketing materials and provide a quiet place of respite for delegates.

4. Workshop Day Networking Break (x2) Sponsor - Dec 3

- Customized brand visibility - work with TIAC to creatively design the networking break experience, incorporating unique and memorable elements that leave a lasting impression on attendees.
- Exhibitor space

5. Canadian Tourism Awards Entertainment Sponsor

- Be the exclusive sponsor of the evening entertainment being delivered during the gala event

Bronze - 9+ options

INVESTMENT

\$10,000

1. Mobile Charge Stations

- Sponsors can have their logos prominently displayed on the charging station, increasing brand visibility among event attendees
- Sponsors may have the option to customize the charging stations with their brand colors, themes, or promotional materials

2. Branded Lanyard Sponsor

- Branded lanyards for the official event attendee badges (double-sided, full colour)

3. Hotel Key Card

- Branded key cards to be distributed to all attendees staying in the hotel for the duration of the conference

4. App Sponsor

- Exclusive sponsor of the event app that will be used by attendees during the conference

5. Wi-Fi Sponsor

- Naming rights to the complimentary Wi-Fi network provided at the conference

6. Accessibility/Translation Sponsor

- Closed captioning and translation services

7. Sustainability and Community Engagement Sponsor

- Support local charity (foodbank/shelter) or contribute to make the event carbon neutral
- Logo placement, verbal, and digital recognition
- Exhibit Space

8. Digital Media Sponsor

- Produce and distribute a special Tourism Congress Bulletin leading up to and on each day of the event as well as a post-event publication

9. Award Gala Wine Sponsor

- Customized wine bottles featuring the sponsor's logo to be placed on each table

Supporter – Multiple Options

1. Exhibitor \$3,500

- Available to Members Only
- Exhibit Space includes a 6' skirted table and two chairs. Tabletop display allowed or one pop-up display (8' high by 10' wide).

2. Small Business Sponsor \$2,500

- Providing a Tourism Congress Registration to Small Businesses who have never attended the Tourism Congress

3. Room Drop - \$2,500 plus room drop fee, shipping, and handling

4. Bathroom Branding \$3,500 plus production, installation and dismantle fee

- Add customized clings through the washrooms

Tourism Roundtables Fall 2024

The Tourism Industry Association of Canada (TIAC) 2024 Tourism Roundtable Series is aimed at fostering dialogue and collaboration within the Canadian tourism industry.

The roundtable series will provide a platform for stakeholders to discuss key issues, share insights, and collaborate on strategies to enhance the Canadian tourism sector. The series will consist of in-person roundtable sessions held in at least five locations across Canada, inviting participation from supporting partners and all tourism industry stakeholders.

Sponsorship Opportunities:

- 1 Exclusive Host of Tourism Roundtable
- 2 Nutrition Break and Luncheon Host Sponsorship
- 3 Table Host
- 4 Reception Host Sponsorship

	INVESTMENT
1 Exclusive Host of Tourism Roundtable	\$10,000

The hosting sponsorship option not only provides visibility and branding opportunities but also allows the host to actively contribute to the content and direction of the roundtable discussions, fostering meaningful engagement with participants and reinforcing their position as a leader in the tourism sector. One of five roundtables.

Benefits:

- **Opening Remarks:** The opportunity to deliver opening remarks or welcome at the beginning of the roundtable event, providing visibility and recognition.
- **Moderator Role:** The chance to have a representative from your organization moderate or participate as a panelist in one of the roundtable discussions, positioning your brand as an authority in the field.
- **Branding:** Prominent recognition as the official host of the roundtable event on all promotional materials, including the event website, banners, and signage.
- **Customized Roundtable Topic:** Collaboration with event organizers to tailor a roundtable discussion topic that aligns with your organization’s interests and expertise.

- **Follow-up Engagement:** Access to attendee contact information for follow-up engagement and relationship-building after the event.
- **Post-Event Visibility:** Recognition in post-event communications, including thank-you emails, social media posts, and press releases.

2 Nutrition Break and Luncheon Host Sponsorship

INVESTMENT

\$15,000

Sponsors can host nutrition breaks and luncheons during the event, offering attendees opportunities to refuel, network, and engage in discussions in a relaxed environment.

Benefits:

- Branding opportunities during the breaks and luncheon, such as signage with the sponsor’s logo at the dining area and acknowledgment during announcements
- Speaking opportunity (10 minutes) during lunch and option to play a 1-minute video at the start of the luncheon
- Sponsors may also have the opportunity to provide branded materials or giveaways during the luncheon

3 Table Host

INVESTMENT

ALL 5
ROUNDTABLE EVENTS

\$10,000

PER ROUND
TABLE

\$2,500

Sponsors can choose to host a designated table during the event, where they can invite key stakeholders, clients, or industry contacts to join them. This option allows sponsors to have a dedicated space to network with guests and facilitate discussions while also contributing to the overall success of the event.

Benefits:

- Table signage with the sponsor’s logo
- Recognition in event materials as a table host
- Advance promotional acknowledgment in hosting a table

4 Reception Host Sponsorship

INVESTMENT

\$10,000

Sponsors can host a closing reception at the end of the day, providing attendees with an opportunity to unwind, network, and continue discussions in a casual atmosphere.

Benefits:

- Branding opportunities at the reception venue, such as signage with the sponsor’s logo and acknowledgment during the reception program.
- Speaking Opportunity - the opportunity to address attendees briefly or offer remarks during the reception.

Hill Days Fall 2024

The Tourism Industry Association of Canada (TIAC) will be holding an exclusive inperson Parliament Hill Days advocacy campaign over two days in October.

The aim of Hill Days 2024 is, as always, to voice the industry’s key priorities and recommendations for government action.

A special Hill Days evening reception will also take place during Hill Days in Ottawa location and time to be confirmed. In addition to TIAC members, invited reception guests will include all Members of Parliament, Senators, as well as senior staff from all federal departments that play a role in tourism and travel.

Sponsorship Opportunities:

Hill Days Reception Sponsor (non-exclusive)	INVESTMENT \$10,000
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Benefits:

- Opportunity to greet delegates during welcoming remarks
- Recognized as Reception Sponsor (non-exclusive)
- Sponsor name/logo highlighted Hill Days Reception promotions and invitations, including online and onsite
- Opportunity to place Two (2) Sponsor branded pop-up banners (supplied and shipped by the sponsor – certain restrictions apply)

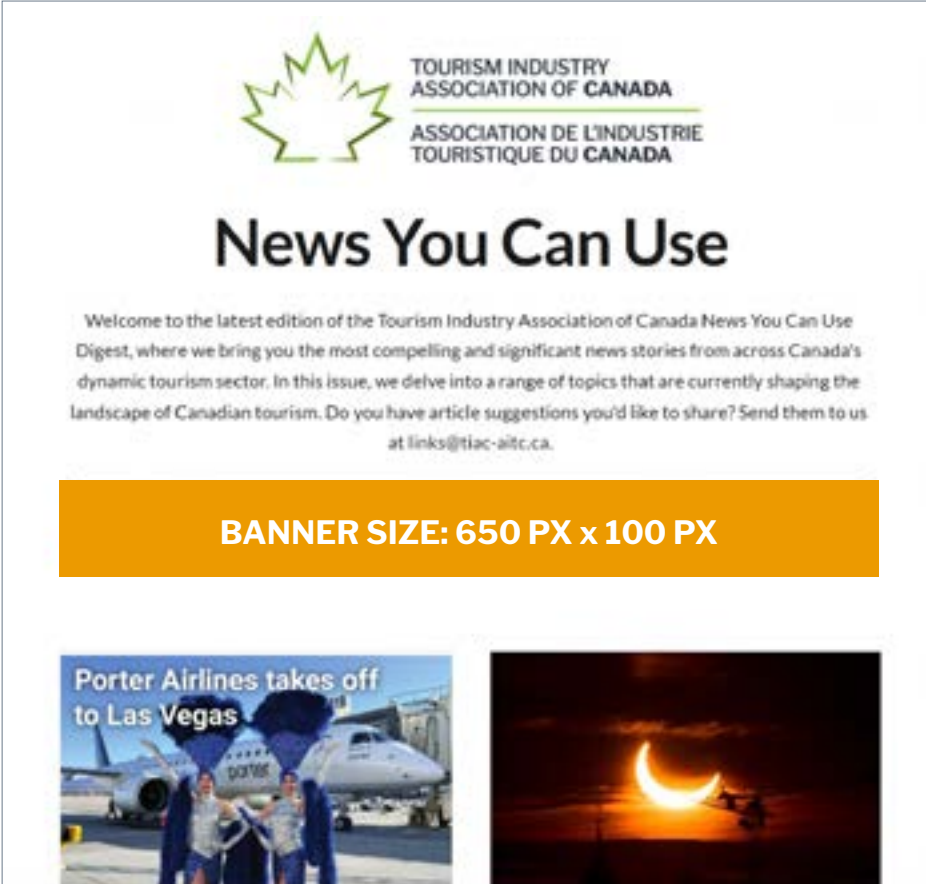
News You Can Use (NYCU) Banner Advertising

News You Can Use (NYCU) is a weekly digital newsletter that is delivered to over 7,000 qualified tourism stakeholders and influencer emails every week.

- Open rate 40%
- 4% click-through rate

Banner size: 650 pixels X 100 pixels

Available Monthly: \$500



TOURISM INDUSTRY ASSOCIATION OF CANADA
ASSOCIATION DE L'INDUSTRIE TOURISTIQUE DU CANADA

News You Can Use

Welcome to the latest edition of the Tourism Industry Association of Canada News You Can Use Digest, where we bring you the most compelling and significant news stories from across Canada's dynamic tourism sector. In this issue, we delve into a range of topics that are currently shaping the landscape of Canadian tourism. Do you have article suggestions you'd like to share? Send them to us at links@tiac-aitc.ca.

BANNER SIZE: 650 PX x 100 PX

