



TOURISM INDUSTRY  
ASSOCIATION OF CANADA

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ASSOCIATION DE L'INDUSTRIE  
TOURISTIQUE DU CANADA

# TIAC Sponsorship and Partnership Opportunities

Overview of sponsorship and partnership opportunities offered by the Tourism Industry Association of Canada (TIAC) in 2025, including regional tourism roundtables, Tourism Week in Canada, and the Insights for Impact White Paper Series.

# TIAC 2025 Events and Initiatives

- **2025 Regional Tourism Roundtables**  
Engage with tourism professionals and decision-makers across Canada's regional markets
- **2025 Tourism Congress and Canadian Tourism Awards**  
Celebrate the industry's achievements and network with top tourism leaders
- **Insights for Impact White Paper Series**  
Showcase thought leadership and provide valuable research for the tourism sector
- **Tourism Week in Canada**  
Raise awareness and showcase the value of tourism in communities nationwide
- **Hill Days Reception**  
Connect with federal government officials and policymakers to advocate for the tourism industry.

# Regional Tourism Roundtables

Sponsorship Option	Cost (per roundtable)
Destination Sponsor	\$50,000
Lunch Sponsor	\$15,000
Reception Sponsor	\$15,000
AV/Technology Sponsor	\$10,000
Roundtable Panelist and Table Host	\$5,000
Supporting Sponsor	\$3,000

# Tourism Week in Canada



## Tourism Week in Canada Sponsor (Non-Exclusive)

Priced at \$50,000, this sponsorship offers broad visibility and brand integration throughout the entire week-long celebration of the Canadian tourism industry, including prominent branding, featured messaging, and VIP access.



## TIAC Members' Reception Sponsorships

Includes various opportunities such as Presenting Sponsor (\$30,000), Themed Food Stations (\$10,000 per station), Beverage Stations (\$12,500), Entertainment Sponsor (\$8,000), and Decor and Ambience Sponsor (\$12,500).



## Themed Day Sponsorships

Each day during National Tourism Week will have a unique theme, and sponsors for each theme will be prominently included in TIAC's daily content, giving them exclusive exposure tied to topics (priced at \$20,000 per day).

TIAC offers a range of sponsorship opportunities for Tourism Week in Canada, providing sponsors with significant brand exposure and direct engagement with tourism professionals and decision-makers across Canada.

# Hill Days Reception

- Reception Co-Sponsorship

Exclusive opportunity to be recognized as a co-sponsor of the 'Hill Days Reception presented by [Sponsor]'. Includes logo placement on event invitations, a speaking opportunity, logo on the step-and-repeat backdrop, prominent logo display at the entrance, a custom-branded area within the venue, and acknowledgment in all event communications. Price: \$50,000.

- Regional Culinary Showcase Sponsor

Sponsor a 'Regional Showcase' culinary station highlighting Canadian regional tourism (e.g., Atlantic, West, North). Sponsor logo displayed at the station, recognition in the event program, and options to distribute brand materials. Logo placement included on the invitations to all officials and parliamentarians. Price: \$10,000 per station.

- Photo Wall Sponsor or Photo Booth Sponsor

Exclusive branding on a themed photo wall or interactive photo booth, providing a memorable, engaging photo opportunity for attendees. The sponsor's logo will be featured on invitations sent to parliamentarians and officials. Price: \$10,000.

# Tourism Congress 2025

## Platinum Sponsorships

Includes Opening Reception Sponsor (\$50,000), Canadian Tourism Awards Gala Sponsor (\$50,000), and Luncheon Sponsor (\$40,000 per day)

## Gold Sponsorships

Includes Delegate Lounge Sponsor (\$30,000) and Networking Breakfast Sponsor (\$20,000)

## Silver Sponsorships

Includes Canadian Tourism Award Sponsor (\$15,000), Session Sponsor (\$15,000 per session), Room Key Sponsor (\$10,000), and Delegate Badge Sponsor (\$10,000)

## Supporter Sponsorships

Includes Charging Station Sponsor (\$7,500 per station), Room Drop Sponsor (\$7,500), Congress Marketplace Exhibitor (\$5,000 per station), and Workshop Sponsor (\$5,000 per workshop)

# Insights for Impact White Paper Series

Series Title Sponsorship - \$100,000

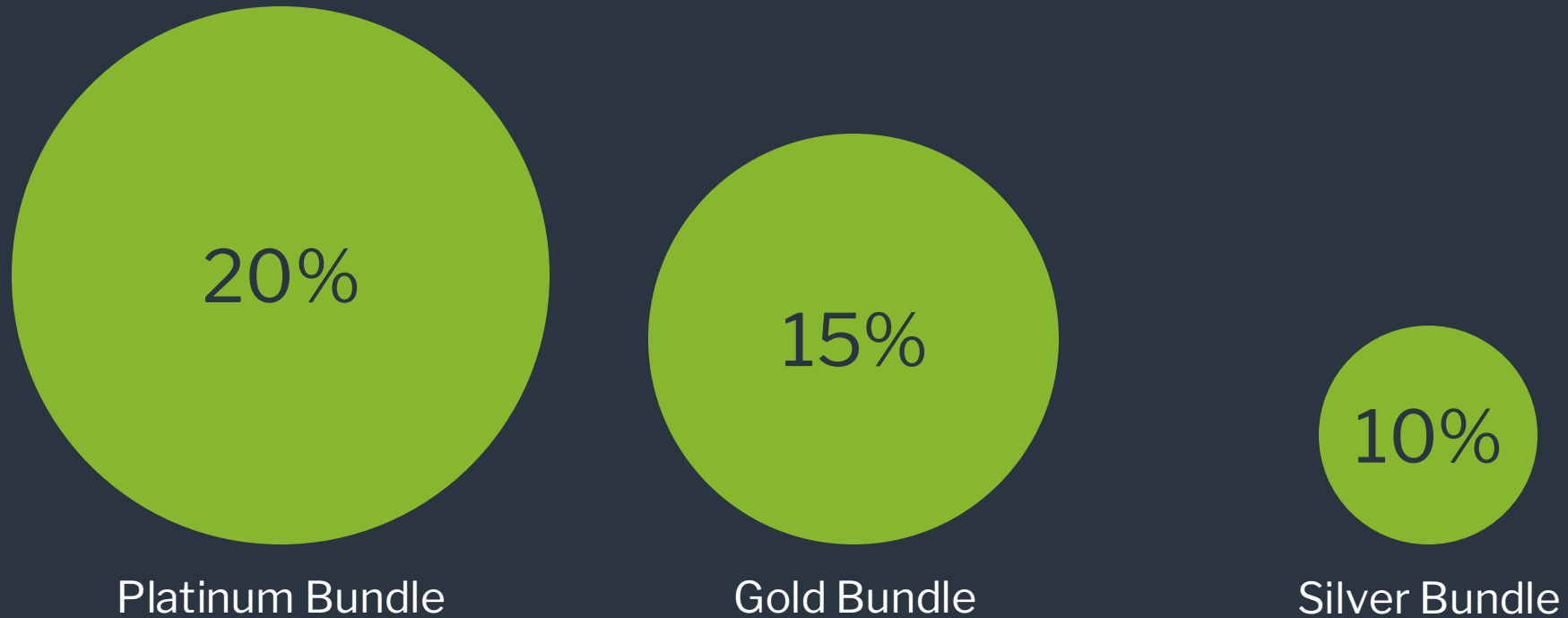
Subject Matter-Specific Sponsorships - \$30,000 per paper

Strategic Distribution Channels

Enhanced Brand Visibility

# Bundling Discounts

Percentage discount for sponsor bundles





# Becoming an Industry Patron

The TIAC Industry Patrons program recognizes leading organizations across the tourism sector that demonstrate a strong commitment to driving positive change in international tourism growth, investment, and the advancement of Canada's travel and tourism portfolio. Elevate your brand as a leading TIAC Industry Patron.

- Logo prominence on TIAC's website
- A dedicated feature in TIAC Talk
- A spotlight on TIAC's social media
- A coveted seat at TIAC's Annual Hill Days team meetings for one representative
- VIP Invitation to an exclusive gathering during Rendez-vous Canada.
- Exclusive participation in the CEO's Virtual Round Table