



# INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

NOVEMBER 12-14, 2019 | KELOWNA, BC

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The people of the Syilx, Nlakápmux and Secwépemc Nations welcome you to the 2019 IITC hosted on the traditional and unceded territory of the Syilx Nation.

The 2019 IITC logo features the leaves of the sagebrush, a plant found on the territory of the Syilx Nation that is significant for many reasons including ceremonial, medicinal, spiritual, and nutritional. It also represents the three nations of the Thompson Okanagan region.



**INDIGENOUS** | **AUTOCHTONE**  
TOURISM ASSOCIATION OF CANADA | ASSOCIATION TOURISTIQUE DU CANADA

Through a united Indigenous tourism industry voice, the Indigenous Tourism Association of Canada focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism.

To learn more, visit  
[IndigenousTourism.ca/corporate](http://IndigenousTourism.ca/corporate)

## SPONSORSHIP OPPORTUNITIES

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2019 International Indigenous Tourism Conference (IITC) as a sponsorship partner.

### Conference Theme

This year's conference theme is "**Inspire. Transform. Unite. Accelerating Indigenous tourism growth.**" Presentations will be focused on inspiring communities and entrepreneurs to explore tourism as an economic driver. Transform, focuses on the impacts of Indigenous tourism on visitors and Indigenous operators alike. Unite speaks to the power of partnerships and coming together to empower the Indigenous tourism industry.

### Background

ITAC is proud to be hosting the 8th International Indigenous Tourism Conference (IITC) in Syilx Territory at the Delta Hotels by Marriott Grand Okanagan Resort in Kelowna, BC from November 12-14, 2019. This international event has been successfully hosted by ITAC and delivered through the partnership of the various regional Indigenous tourism organizations for the past seven years, having already been delivered in British Columbia, Quebec, Nova Scotia, Alberta and Saskatchewan.

The 2018 IITC in Saskatoon, Saskatchewan exceeded expectations with sold out success and brought together Indigenous tourism operators from across Canada and around the world for three days of sharing best practices and networking. Over 500 delegates participated in panel discussions, breakout sessions, keynote presentations and local cultural experiences.

### Overall Sponsorship Benefits

- A strong partnership presence within a gathering of public and private Indigenous tourism leaders.
- Opportunity to show the role your organization plays in support of Indigenous tourism.
- Collaboration with ITAC, an important national leader of Indigenous tourism in Canada.
- Relationship building with industry leaders, tourism operators, travel trade and media, and key organizations playing a pivotal role in the development growth and awareness of Indigenous tourism.
- Access to Indigenous tourism research, resources and topical presentations and workshops.

## Questions?

Send your sponsorship inquiries to:

### Teresa Ryder

Director, Business Development,  
Indigenous Tourism Association of Canada

604-362-4673

Teresa@IndigenousTourism.ca

### Keith Henry

President & Chief Executive Officer,  
Indigenous Tourism Association of Canada

778-388-5013

Keith@IndigenousTourism.ca

## Leveled Sponsors

PACKAGE CONTENTS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Price	\$50,000+	\$25,000+	\$10,000	\$5,000	\$2,500
Sponsorships Available at this Level	4	4	5	6	8
Recognition online, print, onsite	●	●	●	●	●
Live mentions during events	●	●	●	●	●
Social Channels	●	●	●	●	●
Breakfast/Lunch Feature – 10 minutes	●				
Highlight in ITAC & IITC Newsletter	●	●			
Breakout Room Recognition		●			
Banner Ad on IITC Website	●	●			
Video Promotion – pre-conference area	●				
Partner Booth Space	●	●	●		
Complimentary Delegate Registrations	6	4	2	1	0
Tickets to VIP Events	6	4	2	1	0
Tickets to Pre-Conference Cultural Tour	6	4	2	1	0
Inclusion & Recognition in Grand Entry	●	●	●	●	●
Delegate bag insert	●	●	●	●	
Reserved Seating at Gala	●	●			
Priority On-Site Registration	●	●	●	●	●
Logo Hyperlinks on IITC Website	●	●	●	●	●
Special Sponsor Badge	●	●	●	●	●

ITAC THANKS THE  
FOLLOWING EVENT  
PARTNERS FOR  
THEIR SUPPORT:



## Sponsor Specialty Items

**Note:** Specialty Items do not include benefits equal to the Tiered sponsor levels. In-kind items may be negotiated.

Delegate Bag	\$3,500
Water Bottle	\$4,500
Delegate Pen	\$1,000
Delegate Lanyards / Badge	\$4,500
Delegate Bag Insert	\$1,000

## Event Partners

**Note:** Event sponsored items do not include benefits equal to the Tiered sponsor levels unless otherwise indicated.

Additional benefits are listed in notes.

Official Air Carrier	\$20,000+
Official Wi-Fi Provider	\$1,000
Official Transportation Partner	\$3,000
Official IITC Publisher	\$2,500
Hotel Room Drop	\$3,500

+ Includes 3 complimentary registrations, highlights in the ITAC/IITC newsletters and benefits listed at Gold Level

## On-Site Sponsors

**Note:** On-Site sponsored items do not include benefits equal to the Tiered sponsor levels unless otherwise indicated.

Additional benefits are listed in the notes.

Networking Area	\$1,000 + product
Delegate Nutrition Break Sponsor (4)	\$10,000*
VIP Event Wine Sponsor	\$3,000^
VIP Event Beer Sponsor	\$3,000^
Gala Event Wine Sponsor	\$5,000 <sup>∞</sup>
Speaker Gift Sponsor	\$1,500
Gala Entertainment Sponsor	\$2,500

\* Includes Gold Level benefits // ^ Includes on-site branding during event // ∞ Includes Bronze Level benefits

ITAC THANKS THE  
STEERING COMMITTEE FOR  
SUPPORTING THIS EVENT:

