



2020 INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

ADVENTURE TO UNDERSTANDING
WINNIPEG, MANITOBA SEPTEMBER 29 – OCTOBER 1, 2020

***Tansi and Boozhoo/
Aaniin, you are
invited to the 2020
Indigenous Tourism
Conference hosted
on Treaty 1 Territory
and the Homeland
of the Métis.***

SPONSORSHIP OPPORTUNITIES

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2020 International Indigenous Tourism Conference (IITC) as a sponsorship partner.

Conference Theme

The conference theme is **Adventure to Understanding**, a call to action for visitors to experience a rich tapestry of Indigenous tourism — through enriching stories, connection to place and Indigenous hospitality. This year, the conference will also honour **Orange Shirt Day** on September 30th, opening the door for a conversation about residential schools and reconciliation.

Background

ITAC is proud to be hosting the 9th annual International Indigenous Tourism Conference (IITC) on Treaty 1 Territory and the Homeland of the Métis in Winnipeg, Manitoba, from September 29 – October 1, 2020. This international event has been successfully hosted by ITAC and delivered through the partnership of the various regional Indigenous tourism organizations for the past eight years, having already been delivered in British Columbia, Quebec, Nova Scotia, Alberta and Saskatchewan.

The 2019 IITC in Kelowna, British Columbia 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 700 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



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

Questions?

Send your sponsorship inquiries to:

Teresa Ryder

Director, Business Development,
Indigenous Tourism Association of Canada

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Teresa@IndigenousTourism.ca

Keith Henry

President & Chief Executive Officer,
Indigenous Tourism Association of Canada

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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	●	●			
Banner Ad on IITC Website	●	●			
Video Promotion – pre-conference area	●				
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:



Specialty Items Sponsor

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 Wi-Fi Provider	\$1,000
Official Transportation Partner	\$3,000
Official IITC Publisher	\$2,500

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	\$2,500
Delegate Nutrition Break Sponsor (4)	\$10,000*
Welcome Reception Wine Sponsor	\$3,000^
Welcome Reception Beer Sponsor	\$3,000^
Gala Event Wine Sponsor	\$5,000[∞]
ITAC Award Gala Presenting Sponsor	\$10,000
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:**

Manitoba
CANADA'S HEART  BEATS

 **TOURISM
WINNIPEG**

 **ADVENTURE
TO UNDERSTANDING**
Indigenous Tourism Manitoba