



2023 INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

ADVENTURE TO UNDERSTANDING
WINNIPEG, MANITOBA

MARCH 8 - 10, 2023

***Tansi and Boozhoo/
Aaniin, you are
invited to the 2023
International
Indigenous Tourism
Conference hosted
on Treaty 1 Territory
and the Homeland
of the Métis.***



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

SPONSORSHIP OPPORTUNITIES

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2023 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.

Background

ITAC is proud to be hosting the 9th International Indigenous Tourism Conference (IITC) on Treaty 1 Territory and the Homeland of the Métis in Winnipeg, Manitoba, from March 8 - 10, 2023. This international event has been successfully hosted by ITAC and delivered through the partnerships of the various regional Indigenous tourism organizations, 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

Send your sponsorship inquiries to

TERESA RYDER Director of Partnerships, ITAC **604-362-4673** | Teresa@IndigenousTourism.ca

KEITH HENRY President & Chief Executive Officer, ITAC **778-388-5013** | Keith@IndigenousTourism.ca

Leveled Sponsors

PACKAGE CONTENTS	HOST DESTINATION	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	COPPER
PRICE	\$250,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
SPONSORSHIPS AVAILABLE AT THIS LEVEL	1	2	4	4	6	6	8
Basic sponsor benefits*	•	•	•	•	•	•	•
Logo included in all marketing materials	•	•	•	•	•	•	•
Complimentary delegate registrations	20	10	6	4	3	2	1
Tickets to VIP events	20	10	6	4	3	2	1
Tickets to pre-conference cultural tour	20	10	6	4	3	2	1
Delegate bag insert	•	•	•	•	•	•	
Onsite branding opportunities	•	•	•	•	•		
Number of tailored social media posts	4	3	2	1			
Highlight in ITAC & IITC newsletter	•	•	•	•			
Banner ad on IITC website	•	•	•	•			
Reserved seating at gala	•	•	•	•			
Recorded commercial feature (brand video – 30 sec) coffee break	•	•	•				
Video promotion (pre-conference area)	•	•	•				
Promotional video on conference website (15 sec)	•	•	•				
Push notifications on conference app	•	•					
Breakfast / lunch feature (10 min)		•					
Breakout Room recognition		•					
Opportunity to place promotional collateral at registration desk	•						
Logo recognition on all newsletters and email campaign	•						
Logo recognition on social media campaign (including LinkedIn, Facebook, Instagram, and Twitter)	•						

*ALL SPONSOR LEVELS RECEIVE THE FOLLOWING:

RECOGNITION: Social media shoutouts | Live shoutouts | Online, print, onsite | Participation in the opening Grand Entry

BRANDING: Logo included on printed materials | Hyperlinks online

BENEFITS: Priority registration | Special badge | Discount on additional registrations beyond the included amount

Send your sponsorship inquiries to

TERESA RYDER Director of Partnerships, ITAC **604-362-4673** | Teresa@IndigenousTourism.ca

KEITH HENRY President & Chief Executive Officer, ITAC **778-388-5013** | Keith@IndigenousTourism.ca

Specialty Items Sponsor

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

DELEGATE BAG	Have your logo showcased on the conference tote. Full colour may be available at additional cost.	\$8,000
WATER BOTTLE	Help reduce water bottle waste, and provide delegates with a reusable water bottle that can be used throughout the conference. Full colour may be available at additional cost.	\$8,500
DELEGATE PEN	Help delegates take notes throughout the conference with a pen branded with your logo. Full colour may be available at additional cost.	\$3,000
DELEGATE LANYARDS / BADGE	Showcase your logo on all delegate lanyards.	\$5,300
DELEGATE BAG INSERT OR PROMOTIONAL ITEM	Hand sanitizers, reusable straw.	\$1,000 + product
NOTEBOOK	Help delegates bring their notes home in a notebook showcasing your logo. Full colour may be available at an additional cost.	\$1,000 + product
WALL DECALS	Bring your company front and centre by showcasing on a prominent area in the venue. Location possibilities can include: stairways, escalators, or "selfie walls".	Contact us for pricing / availability

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	Reach all delegates who connect to the centres wifi. Your logo will be prominently displayed on the login page.	\$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.

Send your sponsorship inquiries to

TERESA RYDER Director of Partnerships, ITAC **604-362-4673** | Teresa@IndigenousTourism.ca

KEITH HENRY President & Chief Executive Officer, ITAC **778-388-5013** | Keith@IndigenousTourism.ca

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 LOUNGE	Meet-up and Re-charge Lounge - separate room with couches and lounge furniture that all delegates can access allowing for 1-on-1 meetings, a quiet place to step away from the conference, and an area to recharge mobile devices.	\$2,000[^] + product
MOBILE CHARGING STATIONS SPONSOR	Provide conference delegates an area to charge their cell phone while networking with other delegates. Charging stations will be located in the Networking Lounge, and will be branded with your company logo and messaging.	\$1,000
DELEGATE NUTRITION BREAK SPONSOR (4)	Keep delegates nourished by sponsoring one of the many nutrition breaks. Recognition will be given in an announcement prior to the break.	\$10,000
VIP EVENT WINE SPONSOR	Our not to be missed event, you have the opportunity to sponsor the event's wine. Recognition provided in the conference guide, as well as the serving table.	\$5,500[^]
VIP EVENT BEER SPONSOR	Our not to be missed event, you have the opportunity to sponsor the event's beer. Recognition provided in the conference guide, as well as the serving table.	\$5,500[^]
GALA EVENT WINE SPONSOR	The premiere evening event of IITC, the wine sponsor will be recognized in the conference guide and during the evening.	\$7,500[∞]
MEDIA AND AWARD SPONSOR	Get exclusive interviews with speakers and delegates of IITC and exposure during the gala award ceremony with awards proudly presented by your company.	Contact us
SPEAKER GIFT SPONSOR	All presentor/speakers of IITC are presented with a gift of appreciation, your sponsorship of the speaker gift will be recognized in the presentation of the award, as well as within the gift itself.	Contact us
GALA ENTERTAINMENT SPONSOR	The premiere event of IITC will bring together conference delegates for a night of recognition, entertainment and celebration. Your sponsorship will help to bring indigenous talent to the stage, and you will be recognized in their introduction to the stage.	\$7,500
HEADSHOT SPONSOR	Increase exposure by sponsoring this professional development area, and give delegates the opportunity to update their headshots with the help of a professional photographer. Recognition will be provided in the room, as well as on a banner outside the "studio".	\$5,000
MARKETPLACE SPONSOR	The marketplace is a staple of IITC, and brings together Indigenous artists and crafters to sell their products. As a sponsor of this space, you will be recognized in the space's banners and in the conference guide.	\$2,000

[^] Includes on-site branding during event // [∞] Includes Bronze Level benefits

Hosted by:



In partnership with:

