



INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

WHERE NATIONS MEET

Ottawa, Ontario, Canada | February 26–28, 2024

*Kwe, Tansi and
Boozhoo/Aaniin,
you are invited to
the 2024 International
Indigenous Tourism
Conference hosted on
the unceded Algonquin
Anishinaabeg Territory
in Ottawa, Ontario.*

SPONSORSHIP OPPORTUNITIES

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2024 International Indigenous Tourism Conference (IITC) as a sponsorship partner.

Conference Theme

The conference theme is **Where Nations Meet**, 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 11th International Indigenous Tourism Conference (IITC) on the unceded Algonquin Anishinaabeg Territory in Ottawa, Ontario, from February 26–28, 2024. 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 Manitoba, British Columbia, Quebec, Nova Scotia, Alberta and Saskatchewan.

The 2023 IITC in Winnipeg, Manitoba, 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 1,000 delegates participated in panel discussions, breakout sessions, keynote presentations and local cultural experiences.

Overall Sponsorship Benefits

- Complimentary delegate registrations and tickets to VIP events
- On-site branding opportunities highlights in the ITAC & IITC newsletters and social media posts
- Access to Indigenous tourism research, resources and topical presentations and workshops
- 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



INDIGENOUS | ASSOCIATION TOURISTIQUE
TOURISM ASSOCIATION OF CANADA | AUTOCHTONE
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

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*	•	•	•	•	•	•	•
Complimentary delegate registrations	20	10	6	4	3	2	1
Tickets to pre-conference cultural tours, welcome reception and gala	20	10	6	4	3	2	1
Delegate bag inserts	•	•	•	•	•	•	
Number of tailored social media posts	4	3	2	1			
Breakfast / lunch feature (10 min)		•					
Highlight in ITAC and IITC newsletter	•	•	•	•			
Recorded commercial feature - brand video (30 sec) coffee break			•				
Reserved seating at gala	•	•	•	•			

*ALL SPONSOR LEVELS RECEIVE THE FOLLOWING:

Recognition: Social media shoutouts | Live shoutouts | Online, print, on-site | Participation in the opening Grand Entry

Branding: Logo included on printed materials | Hyperlinks online | Pheedloop banner ad

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

Hosted by:



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

In partnership with:



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Specialty Items Sponsor

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

DELEGATE BAG	Make a lasting impact at our upcoming conference. By sponsoring the delegate bags, your brand will gain prominent visibility as every attendee carries your logo throughout the conference. Full colour may be available at additional cost.	\$3,500
WATER BOTTLE	Be a refreshing presence throughout the conference. Align your brand with sustainability and well-being while showcasing your commitment to both the conference's participants and the environment. Full colour may be available at additional cost.	\$5,000
DELEGATE PEN	Put your brand in every delegate's hand. Every time an attendee takes notes, they'll be reminded of your brand's support and commitment to Indigenous tourism. Full colour may be available at additional cost.	\$1,000
DELEGATE LANYARDS	Enhance the conference experience with a practical keepsake. Delegates wearing their lanyards will proudly showcase your brand, associating it with the conference's success. Showcase your logo on all delegate lanyards.	\$4,500
NOTEBOOK	Inspire creativity and productivity. Leave a lasting impression on delegates, empowering them to capture their ideas and insights. Full colour logo may be available at an additional cost.	\$5,000
WALL DECALS	Elevate your brand visibility to new heights. Your logo and messaging will adorn strategic locations on walls, creating impactful visual impressions. 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	Become a partner that plays a pivotal role in connecting attendees from around Canada and beyond to the conference. Elevate your brand's visibility and showcase your commitment to facilitating seamless travel experiences. Recognition provided in the conference program and throughout the conference.	\$20,000+
OFFICIAL WI-FI PROVIDER	By powering this essential service, your organization will play a crucial role in enabling networking, knowledge-sharing, and collaboration among delegates. Your brand will be synonymous with seamless connectivity throughout the conference. Recognition provided in the conference program.	\$5,000
OFFICIAL TRANSPORTATION PARTNER	Be at the forefront of providing seamless and efficient transportation solutions for delegates, and embrace this opportunity to be the driving force behind our delegates' effortless journeys. Recognition provided in the conference program.	\$7,500*
HOTEL ROOM DROP	Showcasing your commitment to providing exceptional gifts/souvenirs for delegates. Your brand will be prominently featured on all items placed in the hotel room before each delegate arrives. Recognition provided in the conference program as well.	\$3,500

+ Includes 3 complimentary registrations, highlights in the ITAC and IITC newsletters and benefits listed at Gold Level // *Can be cash or contra

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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	From casual introductions to strategic partnerships, the Networking Area serves as the perfect platform for delegates to forge valuable relationships. Charging stations are located in this area as well. Recognition provided in the conference program.	\$5,000
MOBILE CHARGING STATIONS SPONSOR	Keep delegates connected by sponsoring the Mobile Charging Stations. Your company logo and messaging will be highly visible on charging stations in the Networking Area where delegates gather during the conference.	\$3,750
DELEGATE NUTRITION BREAK SPONSOR (4)	Keep delegates nourished by sponsoring one of the many breaks set aside for food and beverages. Recognition will be given in an announcement prior to the break.	\$10,000*
GALA EVENT WINE SPONSOR	The conference signature awards gala celebrates excellence in Indigenous tourism; your organization has the opportunity to sponsor the event's wine. Recognition provided on the gala dinner menu.	\$10,000
MEDIA AND AWARD SPONSOR	Be at the forefront of celebrating Indigenous tourism excellence, gaining excellent exposure, while contributing to the success of the conference signature awards gala. Recognition provided in the conference program, at the serving table, and announced at the awards gala.	Contact us
GALA ENTERTAINMENT SPONSOR	Our signature awards gala celebrates excellence in Indigenous tourism; your organization has the opportunity to add the energy of this spectacular celebration. Recognition provided in the conference program and on the gala dinner menu and announced throughout the evening.	\$2,500
MARKETPLACE SPONSOR	Featuring artists and crafters from across Canada, your organization's company logo and messaging will be highly visible in the Marketplace where delegates gather to purchase products from the line-up of talented vendors.	\$7,500

**Can be cash or contra and corkage*