



# CONGRÈS INTERNATIONAL DU TOURISME AUTOCHTONE

MTL 2025

## INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2025 International Indigenous Tourism Conference (IITC) as a sponsorship partner.

### 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

Hosted by:



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

In partnership with:



**TOURISME  
AUTOCHTONE**  
QUÉBEC  
**INDIGENOUS  
TOURISM**

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## LEVELED SPONSORS

PACKAGE CONTENTS	HOST DESTINATION	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	COPPER	FRIEND OF IITC	SUPPORTER / CONTRIBUTOR / ALLY
PRICE	\$250,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
<b>SPONSORSHIPS AVAILABLE AT THIS LEVEL</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>8</b>		
Basic sponsor benefits*	●	●	●	●	●	●	●	N/A	N/A
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

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## SPECIALTY ITEMS SPONSOR

*Note: Specialty Items do not include benefits equal to the tiered sponsor levels.*

*In-kind items may be negotiated.*

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.	\$2,500 or In-kind
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 or In-kind

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## 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.	\$1,000
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
SESSION OR ROOM	Position your brand as a key player in knowledge sharing and networking. As the exclusive sponsor, your brand will be prominently featured during sessions or within designated rooms, ensuring maximum exposure to engaged attendees.	\$2,500
KEYNOTE	Elevate your brand's profile and align with industry leadership by sponsoring a keynote speaker. As the exclusive sponsor, your brand will be featured alongside our esteemed speaker, showcasing your commitment to thought leadership.	\$15,000
ACCESSIBILITY	Break down language barriers and enhance inclusivity by sponsoring translation services! Your brand will play a vital role in ensuring all attendees can fully engage with the conference programming, regardless of language.	\$15,000

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

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## 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.*

<b>NETWORKING AREA</b>	From casual introductions to strategic partnerships, the networking areas serve 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.	<b>\$7,500 per zone</b>
<b>MARKETPLACE</b>	Featuring artisans from across Canada, your logo will be highly visible in the marketplace, where delegates gather to purchase products from talented artisans.	<b>\$7,500</b>
<b>ENTERTAINMENT STAGE - PLENARY HALL</b>	Elevate the conference entertainment experience and capture the spotlight in the plenary hall! Your logo will be featured during main day programming and at the awards gala entertainment.	<b>\$20,000</b>
<b>ENTERTAINMENT STAGE - MARKETPLACE AND BUFFET</b>	Put your brand in the spotlight as the exclusive sponsor of our entertainment stage in the marketplace and at the buffet area!	<b>\$7,500</b>

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC **604-362-4673** | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC **778-388-5013** | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ **418-564-5733** | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## TASTE OF TURTLE ISLAND SPONSORS

**Note:** Taste of Turtle Island (TOTI) sponsored items do not include benefits equal to the tiered sponsor levels unless otherwise indicated. Additional benefits are listed in the notes.

<b>CHEF STATIONS</b>	Indulge in the experience of sponsoring our chef stations! As the sponsor, your brand will be at the heart of culinary delight and excellence. Your logo will be featured on one or all of the participating chef stations.	<b>\$3,500 per station \$25,000 all stations (10)</b>
<b>CHEF MENTEE</b>	Empower the next generation of culinary talent by sponsoring a chef mentee! Support an Indigenous mentee to attend the conference and participate in the event with Indigenous chefs.	<b>\$2,000</b>
<b>ENTERTAINMENT STAGE</b>	Be the star of the show by sponsoring our entertainment stage! As the exclusive sponsor, your brand will shine alongside captivating performances. Your logo will be featured on the entertainment stage at TOTI.	<b>\$12,500</b>
<b>SIGNATURE COCKTAIL</b>	Elevate the event experience by sponsoring our signature cocktail! As the exclusive sponsor, your brand will be synonymous with delighting attendees with a drink crafted just for the occasion, with recognition provided on the event menu.	<b>\$5,000</b>
<b>MOCKTAIL</b>	Lead the charge in refreshing experiences by sponsoring our mocktail! As the exclusive sponsor, your brand will be at the forefront of offering delightful non-alcoholic options to attendees, promoting inclusivity and enjoyment for all.	<b>\$4,500</b>
<b>WINE</b>	Raise a glass to celebrate and taste by sponsoring the event wine! As the exclusive sponsor, your brand will be synonymous with memorable moments, enhancing the event experience for all attendees.	<b>\$10,000</b>
<b>BEER</b>	Tap into the spirit of celebration by sponsoring the event beer! As the exclusive sponsor, your brand will be at the centre of the festivities, enhancing the event experience for all attendees.	<b>\$10,000</b>
<b>COCKTAIL NAPKINS</b>	Elevate every toast and celebration by sponsoring the cocktail napkins! As the exclusive sponsor, your brand will be at the forefront of the event, leaving a lasting impression.	<b>\$1,500</b>
<b>PHOTO BOOTH</b>	Capture the memories and make your brand a part of every snapshot by sponsoring our photo booth! As the exclusive sponsor, your brand will be front and centre in every cherished photo, ensuring lasting visibility and engagement.	<b>\$2,500</b>

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## MEMBER MIXER SPONSORS

*Note: Member Mixer sponsored items do not include benefits equal to the tiered sponsor levels unless otherwise indicated. Additional benefits are listed in the notes.*

<b>MOCKTAIL</b>	Be the hero of refreshment and inclusivity as the sponsor of the Member Mixer mocktail! Your brand will take centre stage in providing delightful non-alcoholic options for all attendees.	<b>\$500</b>
<b>BARISTA OR COFFEE AND TEA STATIONS</b>	Awaken the senses and elevate the experience by sponsoring the barista or coffee and tea stations! As the exclusive sponsor, your brand will be at the heart of every invigorating sip. Your logo will be featured on the stations at the Member Mixer.	<b>\$750</b>
<b>COCKTAIL NAPKINS</b>	Elevate every toast and celebration by sponsoring the Member Mixer cocktail napkins! As the exclusive sponsor, your brand will be at the forefront, leaving a lasting impression with every sip. Logo featured on the napkins used during the Member Mixer.	<b>\$350</b>

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## AWARDS GALA SPONSORS

*Note: Member Mixer sponsored items do not include benefits equal to the tiered sponsor levels unless otherwise indicated. Additional benefits are listed in the notes.*

MOCKTAIL	Be the hero of refreshment and inclusivity as the sponsor of the Awards Gala cocktail! Your brand will take centre stage in providing delightful non-alcoholic options for all attendees. Official mocktail presented at the Awards Gala reception.	\$3,500
WINE	Raise a glass to celebrate and taste by sponsoring the Awards Gala wine! As the exclusive sponsor, your brand will be synonymous with memorable moments, enhancing the Awards Gala experience for attendees.	\$10,000
COCKTAIL HOUR DRINK	Elevate the experience by sponsoring the Awards Gala cocktail hour drink! As the exclusive sponsor, your brand will be synonymous with delighting attendees.	\$7,500
COCKTAIL NAPKINS	Make your mark with every toast by sponsoring the Awards Gala cocktail napkins! Your brand will be prominently featured on every napkin, ensuring widespread visibility and engagement throughout the Awards Gala.	\$1,500
RED CARPET	Step into the spotlight as the exclusive sponsor of the red carpet experience! Your brand will take centre stage as guests arrive, leaving a lasting impression with every step. Logo featured on the red carpet.	\$2,500
AWARDS GALA PRESENTER	Be the ultimate champion of excellence and achievement by sponsoring the Awards Gala presenter! As the exclusive sponsor, your brand will be at the forefront of celebrating outstanding talent and accomplishments.	Contact us
ENTERTAINMENT	Take centre stage as the exclusive sponsor of the Awards Gala entertainment! Your brand will be spotlighted alongside a top-tier DJ and live performers, creating memorable moments for all attendees.	\$12,500



## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## BRANDING OPPORTUNITIES

**Note:** While this category has no sponsorship recognition, it's a great way to showcase your brand and support the conference.

ESCALATOR	Open doors to unparalleled brand exposure by sponsoring the escalator at our conference! Your brand will be featured on the escalator wall leading to the conference spaces.	Contact us
WASHROOMS	Make a lasting impression in every moment by branding the washrooms! Your brand will be front and center in high traffic area.	Contact us
MOBILE CHARGING STATIONS	Keep delegates connected by sponsoring our mobile charging stations. Your company logo will be highly visible on charging stations where delegates gather during the conference.	\$3,750
DELEGATE NUTRITION BREAK (4)	Keep delegates nourished by sponsoring one of the many breaks set aside for food and coffee. Recognition will be given in an announcement prior to the break.	\$10,000*
COFFEE STATION	Unlock the power of networking and heightened engagement by sponsoring our coffee station. Your brand will be featured, ensuring maximum visibility and appreciation from attendees.	Contact us
WATER STATIONS	Be a refreshing presence throughout the conference with your logo featured on water stations.	\$2,500
STAIRCASE BRANDING	Elevate your brand visibility to new heights. Your logo will adorn strategic locations on custom floor decals, creating impactful visual impressions.	Contact us
FLOOR DECALS	Elevate your brand visibility to new heights. Your logo and messaging will adorn strategic locations on custom floor decals, creating impactful visual impressions.	Contact us

\*Can be cash or contra & corkage

## SEND YOUR SPONSORSHIP INQUIRIES TO

TERESA RYDER Director of Partnerships, ITAC 604-362-4673 | [Teresa@IndigenousTourism.ca](mailto:Teresa@IndigenousTourism.ca)

KEITH HENRY President & Chief Executive Officer, ITAC 778-388-5013 | [Keith@IndigenousTourism.ca](mailto:Keith@IndigenousTourism.ca)

DAVE LAVEAU General Manager, ITQ 418-564-5733 | [DLaveau@TourismeAutochtone.com](mailto:DLaveau@TourismeAutochtone.com)

## BRANDING OPPORTUNITIES (CONT'D)

*Note: While this category has no sponsorship recognition, it's a great way to showcase your brand and support the conference.*

<b>PILLAR BRANDING</b> (Dependent on the floor and if pillars are there)	Stand tall and make a lasting impact with our pillar branding sponsorship opportunity! Partner with us to make your brand integral to the conference experience, featured on one or multiple pillars.	<b>Contact us</b>
<b>CRUISER TABLETOPS</b>	By sponsoring these essential gathering spots, your brand will be at the centre of networking and engagement. Your logo will be featured on the top of cruiser tables with custom decals. Tables are located throughout the conference.	<b>Contact us</b>
<b>WELLNESS ROOMS</b>	Embrace wellness and leave a lasting impact by sponsoring our exclusive wellness rooms! As the sponsor, your brand will be associated with the comfort and well-being of these spaces.	<b>Contact us</b>
<b>OTHER AREAS</b>	Unlock endless possibilities and tailor your brand's unique vision with our miscellaneous options. You have the flexibility to choose from a variety of branding areas, ensuring maximum visibility and engagement at our conference.	<b>Contact us</b>