

SPONSORSHIP OPPORTUNITIES

BC TOURISM INDUSTRY CONFERENCE

MARCH 6-7, 2024

VICTORIA, BC



**BC TOURISM
INDUSTRY
CONFERENCE 2024**
Shaping Our Future Together

THE INDUSTRY EVENT OF THE YEAR

FOR BRITISH COLUMBIA'S TOURISM SECTOR



We are excited to host the annual BC Tourism Industry Conference in the city of Victoria. This annual event converges hundreds of tourism industry delegates and leaders, providing a mix of discovery, education, industry insights, and networking opportunities.

The Tourism Industry Association of BC proudly presents the 2024 BC Tourism Industry Conference to engage tourism partners and to provide tools for growth and development in the BC tourism sector.



Visit bctourismconference.ca for more details. Connect with us at info@bctourismconference.ca to explore sponsorship opportunities.

BECOME A SPONSOR

BENEFIT FROM BEING PART OF THE 2024 BC TOURISM INDUSTRY CONFERENCE

We are thrilled to host the 2024 BC Tourism Industry Conference, as an opportunity for our industry—at every level—to converge and grow as a collective. This includes like-minded organizations like yours that are as passionate about the prosperity of our sector as we are. Without sponsors like you, this conference wouldn't be possible.

Our sponsors are critical to what makes the BC Tourism Industry Conference a consistent success. Aside from helping to offset the costs of staging this event, sponsors deliver benefits to delegates that help grow their businesses, as well as BC's visitor economy as a whole.

If your company is keen to connect with tourism leaders and stakeholders throughout British Columbia and Canada, we encourage you to partner with us for the 2024 BC Tourism Industry Conference.

If you have a unique sponsorship idea that you would like to explore, please contact us. We offer the flexibility to customize packages to meet your unique business objectives. Packages are available on a first-come, first-served basis.

We look forward to seeing you in beautiful Victoria.

Walt Judas
CEO of Tourism Industry Association of BC

**“VALUABLE CONTENT AND DIVERSE INFORMATION WITH A
NATURAL INTEGRATION OF CULTURAL ARTS
AND STORYTELLING.”**

**“A GREAT WAY TO CONNECT WITH COLLEAGUES IN A
PERSONAL SETTING WITH SOME FUN
AND LAUGHS ALONG THE WAY!”**

ABOUT OUR DELEGATES

THE PEOPLE YOU WANT TO MEET

The conference attracts tourism owners/operators, destination marketing and management professionals, educators, government representatives, industry sectors, and other stakeholders representing all regions of British Columbia. Come share in this unique experience with us as we chart a brighter path forward for the sector. We will be hosting hundreds of people in Victoria at the 2024 conference.

Accommodation
Adventure Tourism
Attraction
Business Owner/Operator
Consulting
Destination Management
Educator
Food & Beverage
Government Stakeholders
Indigenous Tourism
Meetings, Incentives,
Conferences and Exhibitions
Other
Supplier
Travel & Transportation



\$20,000 PLATINUM SPONSORSHIP

Platinum sponsorship opportunities include your choice of one of the following features:

PACKAGE 1 *SOLD OUT

WELCOME RECEPTION SPONSOR

Themed evening event featuring your organization and the British Columbia tourism communities through food, drink, décor, music, and entertainment

- Recognition as the host sponsor throughout the event
- Stage time at the Welcome Reception
- Opportunity to creatively showcase your brand at the reception

PACKAGE 2 *SOLD OUT

AWARDS GALA SPONSOR

Themed evening event featuring your organization and the British Columbia tourism communities through food, drink, décor, music, and entertainment

- Recognition at event - logo on presentations screens at Awards Gala
- VIP reserved table at Awards Gala
- 5-minutes of stage time at the Awards Gala - we encourage you to be creative with this time!
- Opportunity to creatively showcase your brand on tables at the dinner



PLATINUM SPONSORS ALSO RECEIVE:

- Six (6) complimentary full package conference registrations
- One (1) tabletop space
- One (1) year membership to TIABC
- Company feature in TIABC newsletters
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Verbal recognition from podium
- Profile page on conference mobile app

ADD-ON OPTION: Add on an Experience Sponsorship to your package at no additional fee (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.

\$15,000 DIAMOND SPONSORSHIP

Diamond sponsorship opportunities include your choice of one of the following features:

PACKAGE 1

WEDNESDAY LUNCHEON
& KEYNOTE

PACKAGE 2

THURSDAY LUNCHEON
& KEYNOTE

ALL DIAMOND SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Sponsor recognition throughout luncheon - logo on food stations, presentation screens, etc
- 3-minutes of stage time at the sponsored luncheon - we encourage you to be creative with this time!
- VIP table reserved at the luncheon
- Opportunity to place promotional materials or creatively showcase your brand on tables at the sponsored luncheon

PLUS

- Four (4) complimentary full package conference registrations
- One (1) tabletop space
- One (1) year membership to TIABC
- Company feature in TIABC newsletters
- Logo and link on the conference website
- Priority logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Verbal recognition from podium
- Profile page conference mobile app

ADD-ON OPTION: Add on an Experience Sponsorship to your package at no additional fee (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.



\$10,000 GOLD SPONSORSHIP

Gold sponsorship opportunities include your choice of one of the following features:

PACKAGE 1 **OPENING KEYNOTE SPONSOR**

Logo and sponsor recognition throughout opening plenary session

PACKAGE 2 **WEDNESDAY BREAKFAST & KEYNOTE SPONSOR**

Logo and sponsor recognition at breakfast food stations and throughout plenary session
Interested in customizing the menu - contact us!

PACKAGE 3 **THURSDAY BREAKFAST & KEYNOTE SPONSOR**

Logo and sponsor recognition at breakfast food stations and throughout plenary session
Interested in customizing the menu - contact us!

PACKAGE 4 **PLENARY PANEL SPONSOR (2 available)**

Logo and sponsor recognition throughout the plenary session

PACKAGE 5 **REGISTRATION SPONSOR**

Logo on conference registration online form and onsite at the conference registration desk

PACKAGE 6 **MOBILE APP SPONSOR**

Recognition on conference mobile app available to delegates before, during, and after event

PACKAGE 7 *SOLD OUT **NAMEBADGE SPONSOR**

Logo on namebadges worn by delegates throughout the conference

PACKAGE 8 **INNOVATION SPONSOR**

Do you have a new and innovative idea or product that could enhance the conference or the attendee experience? Let's discuss a custom package!
(cost of activation not included)

GOLD SPONSORS ALSO RECEIVE:

- Three (3) complimentary full package conference registrations
- One (1) tabletop space
- Company feature in TIABC newsletter
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Verbal recognition from podium
- Profile page on conference mobile app

ADD-ON OPTION: Add on an Experience Sponsorship to your package at no additional fee (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.



\$5,000 SILVER SPONSORSHIP

Silver sponsorship opportunities include your choice of one the following features:

REFRESHMENT BREAK SPONSOR

- Recognition on signage on refreshment break tables and in break area
- Opportunity to creatively showcase your brand near refreshment break tables

BREAKOUT SESSION SPONSOR

- 3-minutes of stage time at the sponsored breakout session
- Opportunity to creatively showcase your brand in the session room

SUSTAINABILITY SPONSOR

Demonstrate your commitment and/or service to sustainability and a regenerative visitor economy by supporting the conference's sustainability initiatives

SUSTAINABILITY SPONSOR Package #1

- One (1) tabletop space to share your sustainability story throughout the conference
- Recognition as a Silver sponsor on the website and select signage throughout the conference

SUSTAINABILITY SPONSOR Package #2

- 3-minutes of stage time during a breakout session to share your sustainability story
- Opportunity to creatively showcase your brand in the session room
- Recognition as a Silver sponsor on the website and select signage throughout the conference

DELEGATE GIFT SPONSOR

- Opportunity to provide delegates with quality gift or keepsake (cost of gift not included)

WIFI SPONSOR

- Recognition wherever WIFI information is shared with participants and the opportunity to customize the WIFI password

LOUNGE SPONSOR

- Recognition in the conference lounge where attendees can relax and connect. Activation opportunities can be added at the cost of the sponsor - call us to discuss this

CHARGING STATION SPONSOR

- Recognition on signage near our power charging stations in the conference space

EXPERIENCE SPONSOR

Create an interactive experience attendees won't forget. Receive a dedicated space on-site to activate your experience. Share your ideas with us! A limited number of activations will be allowed; cost of activation not included. Some examples of experiences could include:

- Attendee contest - example Win a travel package to attend the conference
- Interactive games or technology
- Themed photo booth or selfie wall with props
- Thought leader board or attendee contribution wall
- Icebreaker activity

SILVER SPONSORS ALSO RECEIVE:

- Two (2) complimentary full package conference registrations
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Logo placement on all materials related to featured benefit
- Profile page on conference mobile app



\$3,500 BRONZE SPONSORSHIP

Bronze sponsorship opportunities include the following features:

- One (1) complimentary full package conference registration
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Profile page on the conference mobile app

ADD-ON OPTION: Add on an Experience Sponsorship to your package for \$1,500 (see page 8 for details). A limited number of activations will be allowed; cost of activation not included.

\$1,500 SUPPORTING SPONSORSHIP

Supporting sponsorship opportunities include the following features:

- Logo and link on the conference website
- Logo placement on conference promotional materials
- Profile page on the conference mobile app



LOOKING FOR A CUSTOM PACKAGE? LET'S GET CREATIVE!

For any inquiries regarding sponsorship and marketplace opportunities, and to confirm your interest, please contact us at info@bctourismconference.ca. If you have an idea that is not outlined in this prospectus, please let us know! We are open to creating a custom package that reflects your organization's interests.



\$5,000 AWARD SPONSORSHIPS

Award Categories to be announced at a later date

AWARD CATEGORY SPONSORS RECEIVE:

- Opportunity to present the award to the winner at the Awards Gala
- Two (2) complimentary tickets to the Awards Gala with VIP seating with the Award winner(s)
- One (1) complimentary complimentary full package conference registration
- Recognition in applicable news releases and promotional materials
- Logo and link on the conference website
- Logo placement on conference promotional materials
- Verbal recognition from podium
- Profile page on the conference mobile app

ADDITIONAL AWARDS GALA SPONSORSHIP OPPORTUNITIES*

- Wine Sponsor \$10,000
- Entertainment Sponsor \$5,000
- Decor Sponsor \$3,000

*Please contact us for more details on these options if interested.

SILENT AUCTION

DONATE A SILENT AUCTION ITEM!

CONTACT INFO@BCTOURISMCONFERENCE.CA
TO CONFIRM YOUR DONATION.

2023 SPONSORS

PRESENTING SPONSOR



PLATINIUM SPONSORS



DIAMOND SPONSOR



GOLD SPONSORS



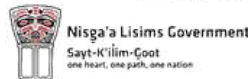
SILVER SPONSORS



AWARD SPONSORS



BRONZE SPONSORS



SUPPORTING SPONSORS

