2026 INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

Sponsorship Opportunities

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2026 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:

EXPLORE EDMONTON

Travel Alberta Canada

INDIGENOUS TOURISM ALBERTA

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

ALL SPONSOR LEVELS RECEIVE THE FOLLOWING:

Recognition: Social media shoutouts | Live shoutouts | Online, print, onsite | Participation in the opening Grand Entry | Highlight in IITC Newsletter
Branding: Logo included on printed materials | Hyperlinks online | Pheedloop banner ad
Benefits: Priority registration | Special badge | Discount on additional registrations beyond the included amount

PACKAGE CONTENTS	HOST DESTINATION	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	COPPER	FRIEND OF IITC
PRICE	**$250,000**	**$100,000**	**$75,000**	**$50,000**	**$25,000**	**$10,000**	**$5,000**	**$2,500**
SPONSORSHIPS AVAILABLE AT THIS LEVEL	**1**	**2**	**4**	**4**	**8**	**16**	**16**	**24**
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**	
Number of tailored social media posts	**4**	**3**	**2**	**1**				
Breakfast / lunch feature (5 min)		●						
Recorded commercial feature - brand video (30 sec) coffee break			●					
Reserved seating at gala	●	●	●	●	●			

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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 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.	**Contact Us**
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.	**$5,000**
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.	**Contact Us**
DELEGATE BAG	Be the brand every attendee carries. As the Delegate Bag Sponsor, your logo will appear on all official bags given at registration—guaranteeing visibility throughout the event and beyond.	**Contact Us**

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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.	**$2,500**
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.	**$20,000**
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**

**Can be cash or contra*

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ON-SITE SPONSORS

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NETWORKING AREA	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.	**$7,500 per zone**
MARKETPLACE	Featuring artisans from across Canada, your logo will be highly visible in the marketplace, where delegates gather to purchase products from talented artisans.	**$7,500**
ENTERTAINMENT STAGE - PLENARY HALL	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.	**$25,000**
ENTERTAINMENT STAGE - MARKETPLACE AND BUFFET	Put your brand in the spotlight as the exclusive sponsor of our entertainment stage in the marketplace and at the buffet area!	**$7,500**

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WELCOME RECEPTION SPONSORS

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

CHEF STATIONS	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.	**$3,500 per station $25,000 all stations**
MOCKTAIL	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.	**Contact Us**
RECEPTION BEVERAGE SPONSOR	Raise a glass to celebrate and taste by sponsoring the reception wine, beer and signature cocktail! As the exclusive sponsor, your brand will be synonymous with memorable moments, enhancing the event experience for all attendees. Included logo printed on cocktail napkins.	**Contact Us**
PHOTO BOOTH	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.	**$3,500**

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AWARDS GALA SPONSORS

Note: *Awards gala 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.	**Contact us**
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. Includes logo printed on cocktail napkins.	**$10,000**
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**

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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.	**Contact us**
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***
BARISTA OR COFFEE AND TEA STATIONS	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.	**Contact us**
WATER STATIONS	Be a refreshing presence throughout the conference with your logo featured on water stations.	**Contact us**
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**

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BRANDING OPPORTUNITIES (CONT'D)

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PILLAR BRANDING	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.	**Contact us**
CRUISER TABLETOPS	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.	**Contact us**
WELLNESS ROOMS	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.	**Contact us**
OTHER OPPORTUNITIES	Have an idea you don't see here? 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.	**Contact us**