

TIABC AGM & Summit

May 24-26, 2016

Sun Peaks, BC

Sponsorship Opportunities

Premier Sponsors:



**SUN PEAKS
GRAND**
HOTEL & CONFERENCE CENTRE



**TOURISM
INDUSTRY**
ASSOCIATION OF

BC



Message from Chair, Jim Humphrey

At the BC Tourism Industry Conference last October, keynote speaker Riaz Meghji talked about the notion that *'every conversation counts'* in life and in business. To borrow a page from Riaz's book...*'every sponsorship counts'* as we prepare to host the annual TIABC AGM & Summit at spectacular Sun Peaks in May.

In the spirit of candour, TIABC's advocacy efforts come at a price. Our resources are limited and confined to two revenue sources - membership dues and events.

Because the BC Tourism Industry Conference has been moved to February 2017, the only significant event we'll stage this year is the AGM and Summit. Consequently, the bulk of our revenues have shifted to next year. Therefore, we're counting on solid attendance and the support of member businesses and stakeholders to help us offset AGM/Summit expenses and perhaps generate a modest profit.

If you believe in and support the work of TIABC, and recognize the opportunities to leverage the AGM and Summit for your business, please consider sponsoring this year's event.

We have endeavoured to keep the registration cost reasonable while providing strong value for all delegates. Your sponsorship support would be very welcome to help us continue our work on behalf of BC's 19,000+ tourism businesses, operators, sectors and DMOs.

Thank you very much for considering a TIABC AGM & Summit sponsorship. See you at Sun Peaks.

The Tourism Industry Association of BC (TIABC) advocates for the interests of British Columbia's \$14.6 billion+ visitor economy. As a not-for-profit trade association, TIABC works collaboratively with its members - private sector tourism businesses, industry associations and destination marketing organizations - to ensure the best working environment for a competitive tourism industry.

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Sponsorship Opportunities

Premier Sponsors

Investment of \$5,000

Premier sponsorship opportunities include your choice of one of the following:

1. Host of the Welcome Reception - **SOLD**
2. Host of the Wednesday Breakfast - **SOLD**
3. Host of the Wednesday Lunch
4. Host of the Wednesday evening dinner banquet - **SOLD**
5. Host of the Thursday Breakfast
6. Host of the Thursday Closing Lunch

Presenting Sponsors

Investment of \$3,000

Presenting sponsorship opportunities include your choice of one of the following:

1. Presenting sponsor of Wednesday morning coffee break - **SOLD**
2. Presenting sponsor of Wednesday afternoon coffee break

Sponsorship Opportunities

Official Sponsors

Investment of \$1,000

Official sponsorship opportunities include your choice of one of the following:

1. Sponsor of the TIABC AGM - **SOLD**
2. Combine with other sponsors to host a lunch or coffee break

Valued Supporters

Investment of \$500

Company name and logo listed on TIABC website and promotional materials

Sponsorships are available on a first come, first served basis.

If you have a unique sponsorship idea that you would like to explore, please contact us. Additionally, we are happy to customize any of the sponsorship levels to best meet your business objectives.

Sponsor Benefits

- 1 complimentary AGM & Summit registration (*Premier and Presenting Sponsors only*)
- Logo and link on the TIABC AGM & Summit website (www.TIABC.ca)
- Priority logo placement on event promotional materials
- Verbal recognition from podium
- Branded delegate badge
- **All Premier sponsors receive an option for a 10-15 minute presentation. Date and time to be determined.**

Sponsorship Contact:

Laura Plant
Manager, Communications
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TIABC
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Preliminary Program

Join us for some stimulating discussion and excellent workshops. This is the tourism industry's only opportunity to meet in 2016. Watch for post-conference activities from Sun Peaks.

Agenda

Tuesday May 24th - Opening Reception

Wednesday May 25th

Breakfast

TIABC AGM

Joint Town Hall – TIABC and TIAC

Lunch

First-ever multi-sector roundtable discussion

Dinner banquet

Thursday May 26th

Breakfast

Concurrent sessions

Lunch

Top three reasons to become a sponsor:

1. Reach some 200 tourism industry professionals representing operators, sector associations and Destination Marketing Organizations.
2. Support the important advocacy work of TIABC.
3. Elevate your company profile in the tourism community, showcase your company's product and services and communicate your message to highly qualified industry professionals.

2015 TIABC AGM & Summit attendees (partial list):

- Aboriginal Tourism British Columbia
- BC Taxi Association
- BC Hotel Association
- BC Lodging & Campgrounds Association
- go2HR
- Guide Outfitters Association of BC
- Mountain Bike Tourism Association
- Wilderness Tourism Association
- Tourism Industry Association of Canada
- Helijet
- Whistler Blackcomb
- Destination BC
- Educational institutions
- Destination Marketing Organizations from around BC, including: Abbotsford, Burnaby, Campbell River, Chilliwack, Harrison, Kamloops, Langley, Nanaimo, Prince George, Richmond, Smithers, Surrey, Vancouver, Vernon, and Whistler)



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