



Vancouver Island  
**Tourism Conference**  
2022

POWERED BY  
Tourism  
Vancouver  
Island

**April 12 – 14, 2022**

Delta Hotels Ocean Pointe Resort  
Victoria, BC



## Sponsorship Invitation

Join Tourism Vancouver Island in presenting a return to the annual Vancouver Island Tourism Conference, held in person this April. Your business can play a vital, high-profile role in facilitating transformative conversations about the future of our industry. Sponsorship of the Vancouver Island Tourism Conference enables you to take a leadership role in guiding a bright future for Vancouver Island.



# Mindful Travel

THE HEALTH OF OUR ENVIRONMENT | THE HEALTH OF OUR INDUSTRY | THE HEALTH OF OUR PEOPLE

As Vancouver Island builds back to being a globally visited destination, the ways in which it is explored demand a more mindful and responsible approach to sustaining the region's natural resources. For both those who visit and those who call it home.

This includes taking care of ourselves and others too. Cultivating collaboration within the tourism industry and our communities. Contributing to Indigenous reconciliation. Prioritizing mental health.

Let's come together, and work together, to make our road to recovery a mindful and measured way forward.

The conference will feature opportunities to hear inspirational speakers, work through tough problems with workshop leaders, network and have fun with colleagues.

All proceeds of this event support Tourism Vancouver Island's vision for a sustainable future. Please consider taking an active role in this important event and receive benefits like:

- Reach 150 tourism and hospitality professionals in attendance;
- Gain impressions for your business name and logo through pre- and post-event communications;
- Position your organization as an industry leader;



## Sponsorship Opportunities

Our approach to event sponsorship doesn't fit inside a grid or box. While we have outlined a few possibilities below, we invite you to speak to our team about your business objectives, so we may develop logical and impactful brand integrations that deliver the results you need. See contact information on the last page.

Most sponsors will also receive two (2) complimentary conference passes.\* To view options scroll on or click the links to jump to what catches your eye.

Sponsorship Opportunity	Cost	Number Available	Logo on Signage	Logo on Website and Emails	Logo on Award Banner
→ <a href="#">Title: Gala and Awards</a>	\$15,000	1	✓	✓	✓
→ <a href="#">Film Event</a>	\$15,000	1	✓	✓	
→ <a href="#">Chill and Connect</a>	\$9,000	1	✓	✓	
→ <a href="#">Keynote</a>	\$5,000	1	✓	✓	
→ <a href="#">Workshops</a>	\$3,000	6	✓	✓	
→ <a href="#">Wellness Breaks</a>	\$3,500	1	✓	✓	
→ <a href="#">Meals</a>	\$3,000	3	✓	✓	
→ <a href="#">Photo Booth</a>	\$1,000	1		✓	
→ <a href="#">Hand Sanitizer</a>	\$1,000	1			
→ <a href="#">Custom</a>	\$1,000 +	1			
→ <a href="#">In-Kind</a>					

\* In-kind sponsorship opportunities are not guaranteed conference passes and will be distributed on a case-by-case basis.



## → Title Sponsorship: Gala and Awards

Help us celebrate the standouts and the superheroes in our industry through the Annual Vancouver Island Tourism Awards presented at the conference's Gala each year. This year we are seeking one sponsor of the Gala and Awards, to provide for maximum exposure to a business that shares with us the desire to celebrate and reward individuals and businesses who have gone above and beyond to transform our industry.

### The Title Sponsor: Gala and Awards (1) will receive:

- The opportunity to speak at the beginning of the Gala;
- The opportunity to present the awards to the winners
- The opportunity for one member of your company to be present in each award photo;
- Signage on site: in the lobby during the Gala and Awards, and at the Conference Registration and Help Desk throughout the conference;
- Logo on all conference digital materials (website, emails).

Cost: **\$15,000**



## → Film Event Sponsorship

The Vancouver Island Tourism Conference will feature an exclusive screening of the documentary Coextinction. This important, thought-provoking film will be followed by a panel discussion with the filmmakers, as well as guests featured in the film. And yes, there will be snacks.

This is an exciting and very unique opportunity to support the message of this film, to promote your organization as an important contributor to bringing the film and creators to our conference audience. This sponsorship will, in particular, appeal to organizations that have sustainability at the heart of their ethos.

### The Film Event Sponsor (1) will receive:

- The opportunity to introduce the filmmakers;
- Signage on site: in the lobby during the screening;
- Logo on all conference digital materials (website, emails).

Cost: **\$15,000** with \$2,000 earmarked for a donation to a charity of the sponsor's choice (as agreed to with Tourism Vancouver Island staff), which may be announced from the stage after the screening.



## → Chill and Connect Space Sponsorship

Now, more than ever, we wish to prioritize the need to dis/connect and decompress. To this end, and to actualize our conference theme of “mindfulness,” we want to create a dedicated space in the conference area that delegates can go to, to charge their phone, to relax, to engage in a quiet conversation with a colleague. This is an opportunity to work with our team to define this space according to your business’s product/service and goals.

For example, this space could be a charging station for electronic devices, appealing to a telecommunications company; this space could feature remarkably comfortable furniture, appealing to a hospitality furnishing company.

### The Chill and Connect Space Sponsor (1) will receive:

- Brand integration within the designated space: (TBD with the right sponsor, but could include room/space theme, featured activities or amenities);
- Signage on site: in the entrance to the space;
- Logo on all conference digital materials (website, emails).

Cost: **\$9,000**



## → Keynote Speaker Sponsorship (3)

The Vancouver Island Tourism Conference will feature three (3) inspirational and celebrated keynote speakers.

Please speak with the Tourism Vancouver Island team, as the agenda for the conference evolves, and identify a speaker that exemplifies your organization's values or strategic interests.

### Each Keynote Sponsor (3) will receive:

- The opportunity to introduce the keynote speaker;
- Signage on site: in the lobby during the keynote;
- Logo on all conference digital materials (website, emails) in connection with sponsored keynote speaker.

Cost: **\$5,000** each, three available



## → Workshop Sponsorship (6)

Learning opportunities abound for Conference Attendees and the Workshop and Panel forum offer this in abundance. Your Company can Sponsor one of our Breakout Sessions, which is a great way to align your organization with a particular topic/challenge in our industry, great minds will be present to tackle because of your generous support. While topics are still TBC, they may include

### Each Workshop Sponsor (6) will receive:

- The opportunity to introduce the sponsored workshop;
- Signage on site outside the door of their sponsored workshop;
- Logo on all conference digital materials (website, emails) in connection with sponsored keynote speaker.

Cost: **\$3,000** each, six available



## → Wellness Break Sponsorship

Our conference theme asks participants to take care of themselves and others. We have added wellness breaks to the conference agenda, and the exact nature of these breaks may be shaped with the right sponsor. If your business offers innovative relaxation and mindfulness experiences to visitors, residents and/or tired tourism industry folks (or you have a passion for wellness and are keen to align your brand with this message), we want to speak with you. This unique opportunity allows the sponsor to shape the wellness break content, and this can include brand/product integration.

### Each Wellness Break Sponsor (1) will receive:

- Logo on all conference digital materials (website, emails);
- Verbal recognition at the opening of the Wellness Break;
- Signage at the event to acknowledge your company as Wellness Break Sponsor.

Cost: **\$3,500** each



## → Meal Sponsorship (3)

Meals will provide opportunities for delegates to engage in casual conversation with their peers. Our meal sponsors will benefit from the opportunity to achieve a branded integration at tables through creative solutions like: table tent cards, product sampling, your organization's values, or strategic interests introduced through the menu.

### Each Meal Sponsor (3) will receive:

- Signage on site during the meal;
- Opportunity for table tent cards, product sampling or other features as discussed with the Tourism Vancouver Island team.

Cost: **\$3,000** each, three available



## → Photo Booth, with Sponsorship

Everyone loves a photo booth, which would be incorporated into the Gala festivities, should your business wish to bring the fun. NOTE: Your business would supply and set up the photo booth, including paying for any costs associated with the booth, in addition to the sponsorship cost. This sponsorship would appeal to a creative and fun team, who wants to create photo props and/or a backdrop that integrates their brand.

### The Photo Booth Sponsor (1) will receive:

- Brand integration into the photo booth, as created by the sponsor and confirmed by Tourism Vancouver Island staff;
- Logo on all conference digital materials (website, emails);
- Opportunity to have the photo booth backdrop branded with your company logo (you would supply the photo backdrop and design would need to be approved by Tourism Vancouver Island staff).

Cost: **\$1,000** plus supplies



## → Hand Sanitizer Stations

COVID-19 has trained us to use hand sanitizing gel when in public spaces. If you are a maker of sanitizing products, or a supporter of personal hygiene, this sponsorship opportunity is for you. You supply the hand sanitizer (or we do!) and we give you three places within the conference space to feature the hand sanitizer with signage acknowledging your company's support.

Cost: **\$1,000** plus product, if you want to provide your own.

## → In-Kind Opportunities

A great conference is supplied by great products and services. Here is a list of things we are likely to require, if you want to discuss in-kind support opportunities with our staff instead of, or in addition to, the sponsorship opportunities noted above.

- Audio visual technology
- Conference app
- Floral, decor, furniture
- Signage, printing
- Silent auction and raffle prizes
- Student tickets



## → Custom Opportunities

Great opportunities begin with creative and bold thinking! Help us help you in your business by requesting a Custom Sponsorship Opportunity. Tell us your price point, and about what you want to achieve through Sponsorship, and challenge us to come up with a powerful way to integrate your message into the Conference.

Cost: **\$1,000** to ?

## Contact Us

Connect with a member of the Tourism Vancouver Island sponsorship team to discuss your perfect brand integration and amplification opportunity.

### **Tourism Vancouver Island**

(250) 754-3500

Dino: [dino@tourismvi.ca](mailto:dino@tourismvi.ca)

Darsey: [darsey@tourismvi.ca](mailto:darsey@tourismvi.ca)

Karen: [karen@tourismvi.ca](mailto:karen@tourismvi.ca)

Stephanie: [stephanie@tourismvi.ca](mailto:stephanie@tourismvi.ca)