



## **Prestige Lakeside Resort - Nelson BC, October 4<sup>th</sup> & 5<sup>th</sup>**

Kootenay Rockies Tourism Association (KRT), one of five official Regional Destination Management Organizations in BC, is an industry-led, not-for-profit society. KRT represents and works with over 700 tourism businesses and stakeholders in the southeastern corner of BC providing leadership and marketing expertise. The tourism industry in British Columbia is a \$14 billion industry, comprised of a variety of stakeholders all playing a role in helping BC be a stronger competitor in the global landscape. Our association's annual Tourism Industry Conference provides a premier opportunity for business owners and operators, municipal, regional & provincial tourism leaders, and tourism sector professionals to come together to share best practices and learn about new opportunities.

Our objective for this year's conference is to provide new tools and insights to all stakeholders at the event so they can become more strategic and outstanding in the delivery of their unique value proposition and marketing strategies. We would love to engage your company's support for our event by asking you to consider a sponsorship package. Our sponsors are an essential and visible part of the

conference. A sponsorship package will provide you exposure to 100+ tourism business owners and operators from across the region. Guest speakers, workshops and plenty of networking opportunities are some of the highlights at this year's event. In return for your generous commitment, you are provided with a range of benefits to showcase your business or organization, these include:

- ◆ Positioning your organization as an innovator and supporter of the tourism industry
- ◆ Raising the profile of your organization within the Kootenay Rockies Region
- ◆ Capitalizing on the conferences' gathering of key industry players by developing new business relationships

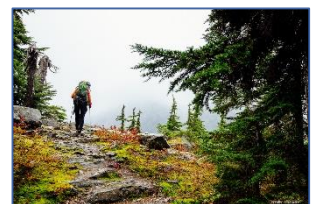
You will receive corporate recognition on our website, e-newsletter, and social media channels before and after the conference. As well, on-site exposure to delegates from across the tourism sector through signage, verbal recognition and promotional material distribution.

Enclosed is a summary of our 2016 sponsorship opportunities. To discuss further, please contact Bonnie at 250-427-4838 x205 or [Accounting@KootenayRockies.com](mailto:Accounting@KootenayRockies.com). All proceeds go directly towards conference expenses. Many of our regional tourism businesses are very small operations and their dollars are limited. With your assistance, our conference stays affordable to allow more of our tourism stakeholders to attend the event.

We look forward to hearing from you and thank you for your consideration.



Bonnie Castle-Dixon, CSP  
Financial Services and Operations Support



*Photo Credits:*  
Dave Heath, Kari Medig & Ryan Creary

# Kootenay Rockies Tourism 2016

## Sponsorship Packages

Sponsorships opportunities are listed below. All are available on a first come basis. If you have a unique sponsorship idea you'd like to explore, please contact us. Additionally, we are happy to customize any of the following levels to meet your objectives:

### **Mount Assiniboine - \$2,500 (only 1 available)**

- ◆ Featured as the Mt. Assiniboine Sponsor in all conference publicity – prior, during & after the event – your company logo and link to your business website
- ◆ Prominent placement of your company logo with a link on KRTourism.ca (B2B site) for a full year
- ◆ 500 word company profile on KRT e-newsletter (sent to 1,000 industry stakeholders)
- ◆ Display area for banner and promotional materials at the conference
- ◆ 10 minute speaking opportunity during the breakfast reception
- ◆ 2 complimentary conference registrations
- ◆ Access to conference delegate list (name & company)

### **Mount Sir Donald - \$1,500 (only 1 available)**

- ◆ Featured as the Mt. Sir Donald Sponsor in all conference publicity – prior, during & after the event – your company logo and link to your business website
- ◆ Display area for banner and promotional materials at the conference
- ◆ 2 complimentary conference registrations
- ◆ Company logo on Delegate Name Badges





# Kootenay Rockies Tourism 2016

## Sponsorship Packages

### Mount Rogers - \$1,000 (2 available)

- ◆ Featured as the Mt Rogers Sponsor in all conference publicity – prior, during & after the event – your company logo and link to your business website
- ◆ 250 word company profile on KRT e-newsletter (sent to 1,000 industry stakeholders)
- ◆ Display area for banner and promotional materials at the conference
- ◆ 1 complimentary conference registration

### Howser Spires - \$500 (4 available)

- ◆ Featured as the Howser Spires Sponsor in all conference publicity – prior, during & after the event – your company logo and link to your business website
- ◆ Display area for banner and promotional materials at the conference
- ◆ 1 complimentary conference registration

### Fisher Peak - \$200 (5 available)

- ◆ Featured as the Fisher Peak Sponsor in all conference publicity – prior, during & after the event – your company logo and link to your business website

Looking for another option, consider donating a silent auction item. The Silent Auction is only offered at our annual conference and all proceeds go directly to event expenses. Not only will you gain valuable recognition for your product and/or services, but all prizes will feature a link to your website and a listing on our KRTourism.ca (B2B site). If you are interested in one of these fantastic opportunities, please contact Bonnie Castle-Dixon (@ 250-427-4838 x205 or [Accounting@KootenayRockies.com](mailto:Accounting@KootenayRockies.com)).

We look forward to hearing from you and thank you in advance for your support!

