

Kootenay Rockies Tourism 40th Anniversary - Sponsorship Opportunities



2017 Kootenay Rockies Tourism 40th AGM & Tourism Industry Conference - October 17th & 18th Golden Civic Centre – GOLDEN, BC

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 to promote the tourism industry in this region. 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 trends and opportunities.

This will be our organization's 40th AGM and our conference theme is "Sharing Insights". Event attendees will learn valuable tools to help in the creation and delivery of their unique value propositions and marketing strategies. We would love to engage your support for our event by asking you to consider a Sponsorship Package for your business. Sponsorship is an essential and visible part of the conference. A Sponsorship Package will provide you exposure to the 100+ tourism business owners and operators in attendance, as well as many more from across the region, through our online

newsletter and conference website. Presentations, workshops and plenty of networking opportunities are some of the highlights at our event. In return for your generous support, you are provided with a range of benefits to showcase your business or organization, these include:

- ◆ Positioning your organization as a key supporter of the tourism industry in our region
- ◆ Raising the profile of your organization within the Kootenay Rockies region
- ◆ Capitalizing on the conference's gathering of key industry players by developing new business relationships

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

Enclosed is a summary of our 2017 sponsorship opportunities. To discuss further, please contact Bonnie at 250-427-4838 x205 or Accounting@KootenayRockies.com. All proceeds go directly towards offsetting conference costs. Many of our regional tourism businesses are very small operations and their dollars are limited, with your assistance, our conference stays affordable so more of our tourism stakeholders are able to attend.

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

Bonnie Castle-Dixon

Bonnie Castle-Dixon, CSP

Finance and Human Resources

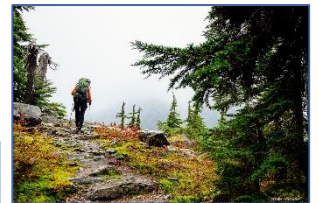


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Kari Medig, Ryan Creary



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Kootenay Rockies Tourism 2017

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 - \$1,500 (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)

SOLD

Mount Sir Donald - \$1,000 (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

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Sponsorship Packages

Mount Rogers - \$750 (4 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 (5 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 - \$250 (unlimited)

- ◆ 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 for our 40th Anniversary event. The Silent Auction is only offered at our annual meeting and all proceeds go directly to conference 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.

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

