

# Kootenay Rockies Tourism Tourism Industry Conference Sponsorship Opportunities



## **2018 Kootenay Rockies Tourism 41<sup>st</sup> AGM & Tourism Industry Conference - October 15<sup>th</sup> & 16<sup>th</sup> Prestige Rocky Mountain Resort – CRANBROOK, 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 800 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 \$17 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 brings together business owners and operators, municipal, regional & provincial tourism leaders, and tourism sector professionals to share knowledge, challenges and learn about achievements and new trends in our industry.

This will be KRT's 41<sup>st</sup> AGM and the conference theme is "Effective Partnerships". Event attendees will learn how collaboration and a shared sense of purpose can lead to mutual advantages and benefits for all parties.

We hope to engage your support for our event by asking that 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 120+ 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 and 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 2018 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 offsetting conference costs. Many of our regional tourism businesses are small operations and their dollars are limited, with your financial 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



*Photo Credits:*  
Kari Medig, Andrew Penner

# Kootenay Rockies Tourism

## 2018 Sponsorship Packages

Sponsorship 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:

### **Fisher Peak - \$2,000 (only 1 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
- ◆ 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)

### **The Steeples - \$1,500 (only 1 available)**

- ◆ Featured as The Steeples 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 2018

## Sponsorship Packages

### **Tanglefoot - \$1000 (4 available)**

- ◆ Featured as the Tanglefoot 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
- ◆ 2 complimentary conference registration

### **Mount Baker - \$500 (5 available)**

- ◆ Featured as the Mount Baker 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

### **The Purcells - \$250 (unlimited)**

- ◆ Featured as the Purcells 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 41<sup>st</sup> 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](mailto:Accounting@KootenayRockies.com).

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

