



INTERNATIONAL  
**INDIGENOUS**  
TOURISM CONFERENCE 2018  
SASKATOON, SASKATCHEWAN | OCT. 30 - 31

**Tansi, you are invited to  
IITC 2018 hosted on Treaty  
Six Territory and the  
Homeland of the Métis.**



The inspiration for the IITC 2018 logo comes from Reconciliation Saskatoon – a member initiative that joined together to further a citywide conversation about the process of Canadian reconciliation, provide opportunities for transformative experiences at events, and inspire citizens to engage in calls to action.



**INDIGENOUS** | **AUTOCHTONE**  
TOURISM ASSOCIATION OF CANADA | ASSOCIATION TOURISTIQUE DU CANADA

Through a unified Indigenous tourism industry voice, the Indigenous Tourism Association of Canada focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism.

To learn more, visit

[IndigenousTourism.ca/corporate](http://IndigenousTourism.ca/corporate)

## SPONSORSHIP OPPORTUNITIES

The Indigenous Tourism Association of Canada (ITAC) invites you to support the 2018 International Indigenous Tourism Conference (IITC) as a sponsorship partner.

### Conference Theme

This year, the theme is “**The Indigenous Tourism Economy: Learning Together and Sharing our Stories**”. Indigenous tourism has the power to change perspectives, preserve culture, language and community and provide our relatives with a platform to be the leading voice in reclaiming our space in history - both ancient and modern. The Indigenous Tourism Association of Canada (ITAC) recognizes and supports Indigenous communities and entrepreneurs to lead the way in telling the stories of their people and land to visitors, and the IITC is one way ITAC brings tourism to the forefront of the economic development discussion.

### Background

ITAC is proud to be hosting the 7th International Indigenous Tourism Conference (IITC) in Treaty 6 Territory and the Homeland of the Métis, at TCU Place in Saskatoon, Saskatchewan, from October 30 - 31, 2018.

This international event has been successfully hosted by ITAC and delivered through the partnership of the various regional Indigenous tourism organizations for the past six years, having already been delivered in British Columbia, Quebec, Nova Scotia and Alberta. The 2017 IITC in Calgary, Alberta exceeded expectations with sold out success and brought together Indigenous tourism operators from across Canada and around the world for three days of sharing best practices and networking. Over 500 delegates participated in panel discussions, breakout sessions, keynote presentations and local cultural experiences.

### Overall Sponsorship Benefits

- A strong partnership presence within a gathering of public and private Indigenous tourism leaders.
- Opportunity to show the role your organization plays in support of Indigenous tourism.
- Collaboration with ITAC, an important national leader of Indigenous tourism in Canada.
- Relationship building with industry leaders, tourism operators, travel trade and media, and key organizations playing a pivotal role in the development growth and awareness of Indigenous tourism.
- Access to Indigenous tourism research, resources and topical presentations and workshops.

## Questions?

Send your sponsorship inquiries to:

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Indigenous Tourism Association of Canada

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### Keith Henry

President & Chief Executive Officer,  
Indigenous Tourism Association of Canada

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## Prominent Partner Display Area

The conference venue includes a prominent partner display area inside the main conference hall allowing conference partners and sponsors to interact with conference participants during breaks and before and after the daily agenda.

## Special Events

The conference agenda includes multiple special events for connecting and building relationships and partnerships.

- VIP Opening Reception: By invitation only for conference partners, Indigenous leadership, ITAC Board of Directors, sponsors, funders and Indigenous tourism leaders
- IITC 2018 Opening Ceremonies, Welcome and Cultural Celebrations
- Local Indigenous Cultural Tours
- Indigenous Tourism Industry Awards Gala and Dinner

PACKAGE CONTENTS	PLATINUM	GOLD	SILVER	BRONZE	GALA TABLE SPONSOR
Price	\$25,000+	\$10,000	\$5,000	\$2,500	\$750
Logo displayed in printed and online conference program	●	●	●	●	
Option to offer gift to IITC participants	●	●	●	●	
Dedicated space in Partner Display Area inside main conference hall	●	●	●		
Logo displayed on in-event venue signage	●	●	●		
Logo displayed on digital displays before and after daily agenda and during breaks	●	●	●		
Verbal recognition during conference	●	●	●		
Complimentary delegate registrations	4	2	1		
Complimentary VIP Reception ( <i>invitation-only</i> )	4	2	1	1	
ITAC Awards Gala tickets	4	2	1	1	8

**Note:** Organizations interested in contributing in-kind services required by the conference (transportation, accommodations, speaker gifts) can become Supplier Sponsors with similar benefits as listed above.

### WITH THE SUPPORT OF THE FOLLOWING EVENT PARTNERS:



Indigenous and  
Northern Affairs Canada

Affaires autochtones  
et du Nord Canada



Parks  
Canada

Parcs  
Canada