

2024 CCT Symposium

Sponsorship Opportunities

Tuesday April 9 2024

**Location:
Delta Hotels by Marriott
Toronto Markham**





Introduction

Central Counties Tourism's annual Tourism Symposium is the preeminent regional event focused on helping businesses and organizations build destinations, grow the visitor economy and create vibrant communities. People from your municipality, who are dedicated to driving increased visitation, attend this event to learn about new opportunities and best practices while networking with others to form new collaborations that will attract even more visitors. Your support is needed to offset the cost of this incredible event delivered for the benefit of your stakeholders.



Why Sponsor?

The Central Counties Tourism Symposium is the largest annual gathering of tourism-related businesses from the York, Durham, and Headwaters regions. Sponsorship of the Tourism Symposium is a cost-effective way to support your businesses/organizations that are dedicated to growing the visitor economy. Our sponsors are given the opportunity to showcase their organization and tourism initiatives to an audience of active members in the tourism community.



Opportunities

This year there are two main types of opportunities, Event Sponsors (Presenting, Platinum, Gold, Silver) and Table Sponsors (In-kind).



Event Sponsors



Table Sponsors



- Logo placement on all print/digital promotional items and event collateral
- Logo placement on screens/monitors during event
- Logo placement on attendee name tags (joint with CCT)
- Inclusion in event-related social media posts
- Opportunity to display organization's promotional video during event
- Opportunity to provide promotional collateral to all attendees
- Speaking opportunity during opening remarks/welcome
- Presentation opportunity (5-7 minutes)
- Verbal acknowledgment of Presenting Sponsor by master of ceremonies
- Quote in the official press release distributed to mainstream media
- Website link on Central Counties Tourism's Symposium landing page
- 10 tickets to the event

Presenting Partner

\$10,000 **SOLD**

~~One position available~~



- Symposium location rights for 2025
- Logo placement on all print/digital promotional items and event collateral
- Logo placement on screens/monitors during event
- Inclusion in event-related social media posts
- Opportunity to display organization's promotional video during event
- Opportunity to provide promotional collateral to all attendees
- Presentation opportunity (5-7 minutes) to announce location of 2025 Symposium
- Verbal acknowledgment of Platinum Sponsor by master of ceremonies
- Website link on Central Counties Tourism's Symposium landing page
- 10 tickets to the event

Platinum Partner

\$10,000 ***SOLD***

~~One position available~~



- Logo placement on all print/digital promotional items and event collateral
- Logo placement on screens/monitors during event
- Inclusion in event-related social media posts
- Opportunity to display **organization's** promotional video during event
- Opportunity to provide promotional collateral to all attendees
- Verbal acknowledgment by master of ceremonies
- Website link on Central Counties Tourism's Symposium landing page
- 5 tickets to the event

Gold Partner

\$4,500 ***ONE SPOT REMAINING***

~~Two~~ positions available



- Logo placement on print/digital promotional items and event collateral
- Logo placement on screens/monitors during event
- Inclusion in event-related social media posts
- Opportunity to provide promotional collateral to all attendees
- Verbal acknowledgment of by master of ceremonies
- Website link on Central Counties Tourism's Symposium landing page
- 2 tickets to the event

Silver Partner

\$1,000



Table Sponsor

In-kind (value of \$150) 18 tables available*

The in-kind sponsorship was a hit at the 2023 Symposium and is ideal for smaller businesses looking for a BIG-impact opportunity. Showcase your entrepreneurial spirit, creativity, and most importantly your business and products. Be the table everyone hopes is theirs!



Sponsor to provide:
centerpiece,
business/marketing
collateral, takeaway/swag
bag for each table guest
(8-10 ppl/table)

*maximum 3 tables/sponsor



Vendor Table Sponsor

3 tables available

Tourism industry associations and service providers are invited to showcase their offering in the high-traffic hallway space!

Sponsors are welcome to bring along stand up banners to place beside their table.

There are a limited number of these tables available, so hurry to reserve yours!
Cost is \$200 for one (1) 6ft table.





Secure Your Sponsorship



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