Central Counties Tourism

Support Opportunities for the 2027 Symposium

March 22 & 23, 2027

Pickering, ON (Durham Region)



CENTRAL COUNTIES TOURISM

2027 Tourism Symposium

Tuesday, March 23, 2027

+ NEW Networking Event on Monday, March 22



PRESENTED BY:

Destination Pickering



Introduction

On average, over 50% of all visits to the downtowns in York, Durham and Headwaters are made by people who do not live in that municipality.

Surprised? We were, and our focus is the visitor economy.

Most of the businesses and residents have no idea how important people from neighbouring municipalities and beyond are to the success and vibrancy of their community.

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Why Support?

Placemaking and creating “pride of place” for residents and businesses is a top priority for most municipalities. It is also the foundation for destination development and the ability for the businesses of your community to attract and retain more visitors.

The 2027 Symposium focuses on placemaking, providing implementable tools for municipalities and their stakeholders to move the needle forward. It fits perfectly with your priorities. Help us help you and your stakeholders create pride of place.



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Summary of Opportunities

- ~~Presenting Partner: $10,000 x 1~~
- Platinum Partner: $10,000 x 1
- **NEW** Porsche Experience: $ 5,000 x 3
  Networking Event Partners
- Symposium Partners: $ 5,000 x 3
- Community Partners: $ 1,000
- Marketplace Tables: $ 250 x 10



Presenting Partner

$10,000 *SOLD*

~~One position available~~

Showcase your community, your partners and your belief in the power of partnerships and collaboration to grow the visitor economy.

- 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



Platinum Partner

$10,000

One position available

This multi-year opportunity lets you bring the symposium to your community next year. The Platinum Partner gets to announce that the 2028 symposium will be hosted in their city. And then, in 2028, as Presenting Partner you get to showcase your city and the great work you are doing!

- Symposium location rights for 2028
- 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 2028 Symposium
- Verbal acknowledgment of Platinum Partner by Master of Ceremonies
- Website link on Central Counties Tourism's Symposium landing page
- 10 tickets to the event



Porsche Experience Networking Event Partners

$5,000 x 3

BRAND NEW FOR 2027!!

Help us make this year's symposium extra special. On Monday March 22nd, we are inviting all attendees to spend the evening networking and exploring the Canadian Porsche Experience in Pickering. Connect with tourism operators, municipal and regional staff at an evening filled with fun and excitement.

6' table at the Porsche Experience Networking Event and the Symposium

- Opportunity to address attendees (up to five minutes)
- Verbal acknowledgment by master of ceremonies
- 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
- Website link on Central Counties Tourism's Symposium landing page



Symposium Partners

Lunch Speakers Breaks

$5,000 x 3

Help bring the symposium to life by supporting the cost for speakers, breaks and meals. We have some incredible things planned and it would be great to have your name associated with at least one of the opportunities.

- 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



Show that your community cares about the visitor economy and the stakeholders that help drive visitors year-round to your town. We understand that budgets aren't always huge, but every little bit counts when it comes to delivering compelling content that businesses can implement for success.

Community Partners

$1,000

- 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

Marketplace Tables

Tourism industry associations and service providers are invited to showcase themselves in a prominent gathering location at the Symposium venue.

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

Reserve your space now: $250 for one (1) 6ft table.







CENTRAL COUNTIES TOURISM

Become a Symposium Supporter





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