



"Learn, Lead, Liaise"

Yukon Tourism Industry Spring Conference 2010

Whitehorse, Yukon - April 29-30, 2010

Sponsorship and Donation Benefits Package

TIA Yukon is once again offering tourism industry professionals and members of the general business community the opportunity to participate in the association's annual Spring Conference. This year's theme is *"Learn, Lead, Liaise."*

Key players from both the tourism industry and general business community will be in attendance to explore implementing social networking into their business practices; find out what TIA Yukon is working towards through their AGM; participate in workshops to develop new ideas; examine a Yukon Government Implementation Plan; and work with other industry professionals to share information.

This event is a valuable opportunity for you to promote your product or service to a key market. The participants at the TIA Yukon Spring Conference know how to talk up a product or service. If you have something to show off, these are the people to show it!

TIA Yukon is looking to partner with members who wish to be 2010 Spring Conference sponsors. Sponsorships can be cash or in-kind. This is a great way to increase your promotional efforts among a variety of Yukon tourism industry players and stakeholders. Plus, take advantage of our Event Specific Sponsorships. This provides with the opportunity to further showcase your business, products and/or services.

TIA Yukon is also calling on members to donate items such as gift certificates, products or services towards the 2010 Spring Conference silent auction and door prize draws. *Silent auction items greater than \$250 value will be eligible for sponsorship benefits. Items can be arranged to be picked up or dropped off at the TIA Yukon office, upstairs in the White Pass & Yukon Route building at the end of Main Street in Whitehorse.

Contact Wendy Morrison at Outside the Cube at (867) 456-7483 ext. 226 or send an email to wendy@outsidethecube.ca

**Thank you for taking the time to review this Sponsorship and Donation Package for the TIA Yukon Spring Conference 2010.
We look forward to working with you!**





Spring Conference 2010

Cash and/or In-Kind Sponsorship Benefits

Sponsor Benefits	Partner Sponsor \$3,000 + Cash or in-kind	Platinum Sponsor \$2,000 + Cash or in-kind	Gold Sponsor \$1,000 + Cash or In-Kind	Silver Sponsor \$500+ Cash or In-Kind	Bronze Sponsor \$250+ Cash or In-Kind
Opportunity to set up a display at event and a 2 min. time slot to present materials about your organization	✓	✓			
Opportunity to display signage at event	✓	✓	✓	✓	
Opportunity to provide digital promotional materials (video, brochure, etc.) on USB keys handed out to delegates	✓	✓			
Logo placed on event sponsorship signage	✓	✓	✓	✓	✓
Logo linked to event page on www.TIAYukon.com	✓	✓	✓		
Logo listed on event page on www.TIAYukon.com	✓	✓			
Name listed on event page on www.TIAYukon.com			✓	✓	✓
Logo listed in event program	✓	✓			
Name listed in event program			✓	✓	✓
Thank you in Tourism Times	✓	✓	✓	✓	✓
Verbal recognition at the event	✓	✓	✓	✓	✓
Mention in event press release	✓				
Complimentary registration for event	✓ (2)	✓ (1)			
Activate your sponsorship with negotiated promotional opportunities – ex. run a contest for increased recognition	✓				





Spring Conference 2010 Door Prize and Silent Auction Donation Benefits

Donation Benefits	Door Prize Donor	Silent Auction Donor
Opportunity to display signage at event (*at Silent Auction table)		✓
Name listed on event page on www.TIAYukon.com	✓	✓
Name listed in event program	✓	✓
Thank you in Tourism Times	✓	✓
Verbal recognition at the event	✓	✓

**Silent auction items greater than \$250 value will be eligible for sponsorship benefits.*

