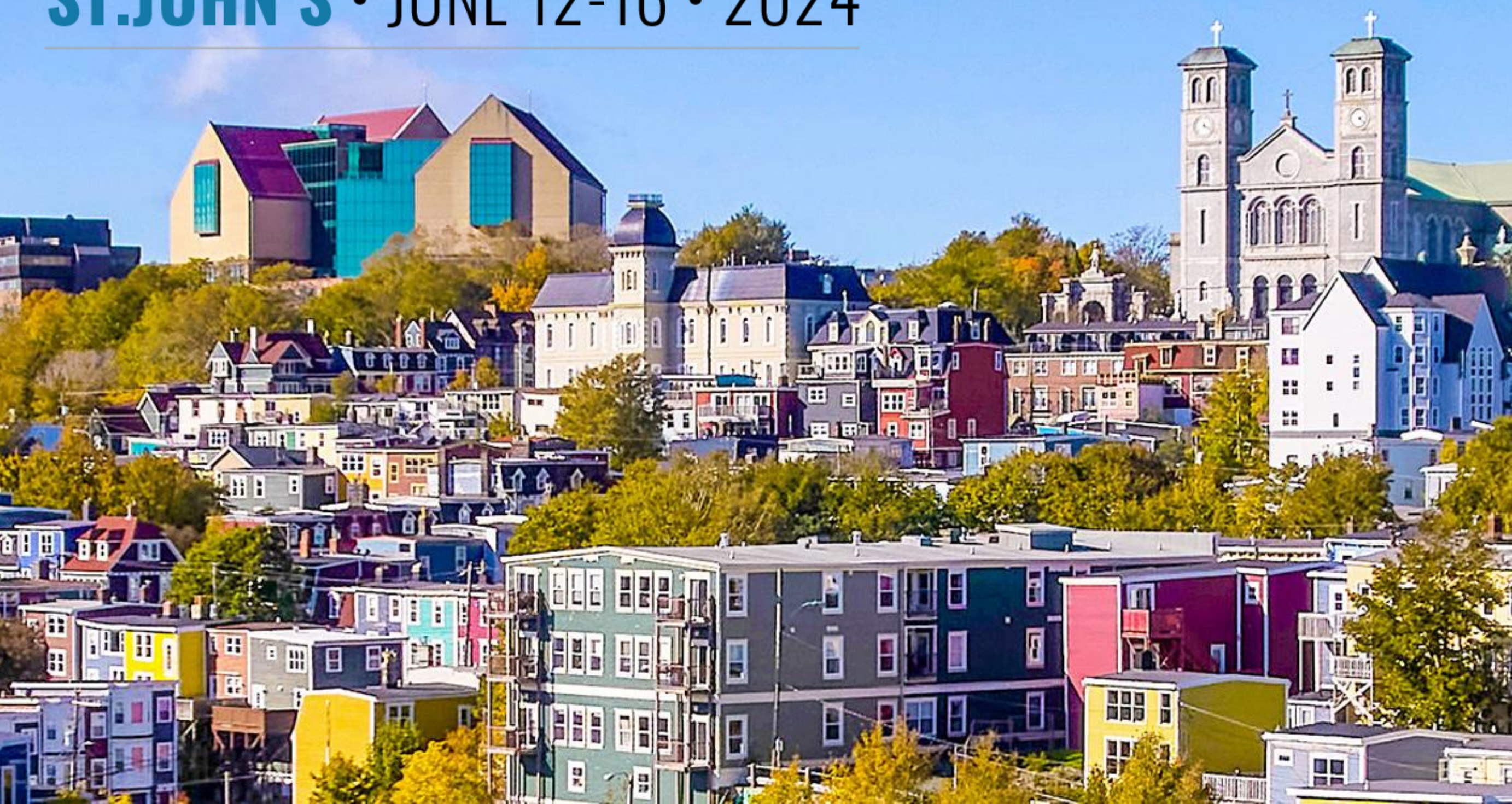




**ST. JOHN'S • JUNE 12-16 • 2024**



**2024**  
**Conference &**  
**30th Anniversary**  
**Sponsorship Kit**

\*Package inclusions Subject to change as program is confirmed.

**Celebrating**  
**30 Years of TMAC**

**Pearls of (Travel) Wisdom:**  
**Honouring our Past,**  
**Fostering our future.**



# 2024 SPONSORSHIP PACKAGES

## PEARL: \$14,995.00 Members (\$15,950 Non-Members)

(Retail Value: \$32,395.00)



### **30th Pearl Anniversary Exclusive within 2024:**

- FREE TMAC Membership (\$375.00 value)
- TMAC AGM (Virtual) Presenting Partner (recognition)
- 1 National PD (Virtual) Partner (Intro/Thank)
- 1 TMAC Talk (Virtual) Sponsor/Host (30 min presentation)
- TMAC Monthly e-news presenting partner (logo in footer)

### **Conference:**

- 1 FREE Delegate Industry Registration (\$1,270 Value, subject to availability)
- 1 FREE Guest Room Upgrade to a Suite at Host Hotel
- 2024 Conference Orientation (Virtual) Presenting Sponsor
- TMAC National Awards Orientation (Virtual) Presenting Sponsor
- Logo on Conference Delegate Badge
- Media Marketplace: Preferred Placement & Signage
- FREE Delegate Room Drop (item provided)
- First Timers Reception Sponsor (signage)
- Closing Keynote Sponsor (intro/15-30 sec video/thank)
- TMAC 'After-Hours' Host/Activation - optional based on availability
- Sponsor 'Ribbon' on Delegate Badges

### **Communications:**

- In 2024:
  - 1 dedicated E-Blast to ALL TMACers
  - 1 dedicated E-Blast to TMAC Delegates
  - Rotating Banner with logo on travelmedia.ca
  - 6 dedicated Posts within 2 TMAC social channels
- Logo on all '24 Conference Materials: Pre, during & post. (signage, website, daily enews, agenda, etc)

### **Award Sponsor:**

- 1 Award Category Sponsorship of your choice (\$3,000 Value, category subject to availability)
- Logo on all Award promotional materials (pre/during/after) the Awards Gala
- Present Award at the Gala (15 to 30 sec promo video)
- VIP Table Seating at Awards Gala (subject to availability)
- Gift on Gala Tables (optional - items to be provided)

**Plus**



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# 2024 SPONSORSHIP PACKAGES

## PLATINUM: \$9,500.00

(Retail Value: \$26,020.00)

SOLD OUT!

### Conference:

- 1 FREE Delegate Industry Registration (\$1,270 Value, subject to availability)
- 1 FREE Guest Room Upgrade to a Suite at Host Hotel
- Media Marketplace: Preferred Placement & Signage
- FREE Delegate Room Drop (item provided)
- First Timers Reception Sponsor (welcome & signage)
- TMAC Luncheon Sponsor Activation (June 14) (Menu curation + luncheon fees)
- Opening Keynote Sponsor (intro/15-30 sec video/thank)
- 1 Promotional Booth Space (max 10')
- TMAC 'After-hours' Host/Activation - optional (3 dates avail)
- Sponsor 'Ribbon' on Delegate Badges
- Media Marketplace Orientation Sponsor (virtual)

### Communications:

- In 2024:
  - 1 dedicated E-Blast to ALL TMACers
  - 1 dedicated E-Blast to TMAC Delegates
  - Rotating Banner with logo on travelmedia.ca
  - 4 Dedicated Posts within 2 TMAC social channels
- Logo on all '24 Conference Materials: Pre, during & post. (signage, website, daily enews, agenda, etc)

### Award Sponsor:

- 1 Award Category Sponsorship of your choice (\$3,000 Value, category subject to availability)
- Logo on all Award promotional materials (pre/during/after) the Awards Gala
- Present Award at the Gala (15 to 30 sec promo video)
- VIP Table Seating at Awards Gala (subject to availability)
- Gift on Gala Tables (optional - items to be provided)

*Plus*



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# 2024 SPONSORSHIP PACKAGES

**GOLD: \$5,950.00 Members**  
**(\$6,250 Non-Members)**

(Retail Value: \$15,770.00)

**SOLD OUT!**

## Conference:

- 1 FREE Delegate Registration  
*(\$1,270 Value, subject to availability)*
- Delegate Room Drop  
*(\$5/room & item provided)*
- First Timers Reception: signage placement
- Media Marketplace: signage placement
- 1 PD Session Sponsor:  
Intro Speaker + 15 to 30 sec promo video played
- Breakfast or Refreshment Station Sponsorship  
*(activation/signage opportunity)*
- TMAC 'After-hours' Host/Activation *(if available)*
- Sponsor 'Ribbon' on Delegate Badges

## Communications:

- In 2024:
  - 1 dedicated E-Blast to ALL TMACers
  - 1 dedicated E-Blast to TMAC Delegates
  - Rotating Banner with logo on travelmedia.ca
  - 2 dedicated Posts within 2 TMAC social channels
- Logo on all '24 Conference Materials: Pre, during & post.  
*(signage, website, daily enews, agenda, etc)*

## Awards Gala Recognition:

- Acknowledged as a sponsor at the Awards Gala

***Plus more!***



# 2024 SPONSORSHIP PACKAGES

## SILVER: \$4,000.00 Members (\$4,400 Non-Members)

(Retail Value: \$10,500.00)



### Conference:

- Delegate Room Drop (\$5/room & item provided)
- First Timers Reception: signage placement
- 1 Wellness Break Sponsorship (brandable activation)
- Sponsor 'Ribbon' on Delegate Badges

### Communications:

- In 2024:
  - 1 Newsletter Image/ad and link within 1 Monthly TMAC Newsletter (artwork supplied)
  - Rotating Banner with logo on travelmedia.ca
  - 2 dedicated Posts within 2 TMAC social channels
- Logo on all '24 Conference Materials: Pre, during & post. (signage, website, daily enews, agenda, etc)

### Awards Gala:

- Acknowledged at the Awards Gala

***Plus more!***



# 2024 SPONSORSHIP PACKAGES

**BRONZE: \$2,250.00 Members  
(\$2,600 Non-Members)**

(Retail Value: \$6,000.00)

**ONLY  
8  
AVAILABLE**

## Conference:

- Delegate Room Drop  
(\$5/room & item provided)
- First Timers Reception: signage placement
- Sponsor 'Ribbon' on Delegate Badges

## Communications:

- In 2024:
  - 1 Newsletter Image/ad and link within 1 Monthly TMAC Newsletter in 2024 (artwork supplied)
  - Rotating Banner on travelmedia.ca for one year
  - 2 dedicated Posts within 2 TMAC social channels
- Logo on all '24 Conference Materials: Pre, during & post.  
(signage, website, daily enews, agenda, etc)

## Awards Gala:

- Acknowledged at the Awards Gala

***Plus more!***



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# 2024 SPONSORSHIP PACKAGES TMAC AWARDS

AWARDS ARE  
SOLD OUT!

## TMAC AWARDS

**\$3,250**

(Retail Value: 6,500.00)

### Awards:

- Present the Award at the Gala & playing of a 15 to 30 sec promo video

### Conference:

- First Timers Reception: Signage
- Sponsor 'Ribbon' on Delegate Badges

### Communications:

- Recognized in Finalists announcement
- Recognized in Winners announcement
- Rotating Banner on travelmedia.ca for 2024
- 1 Dedicated Posts on 2 TMAC social channels in '24
- Logo on all Conference Materials (signage, website, daily e-agenda, etc)

## TMAC AWARD CATEGORIES: TBC

### WRITTEN:

- BEST CULTURAL & HISTORICAL STORY
- BEST FOOD / DRINK STORY
- BEST TOURISM FOR POSITIVE CHANGE STORY
- BEST OUTDOOR ADVENTURE, SPORT OR RECREATION STORY

### VISUAL

- BEST LANDSCAPE, NATURE OR EVOCATION OF PLACE
- BEST PEOPLE PHOTO
- BEST PHOTO SERIES

### ALL MEDIA FORMATS

- BEST CANADIAN INDIGENOUS TOURISM EXPERIENCE STORY (Sponsored by ITAC)
- BEST SPIRIT OF CANADA STORY

### MULTIMEDIA

- BEST SELF-PUBLISHED TRAVEL WEBSITE (INCLUDES BLOG)
- BEST EMERGING & BROADCAST MEDIA: Under 10 minutes
- BEST EMERGING & BROADCAST MEDIA: Over 10 minutes (alternates every two years)

### TMAC Member Voted Awards (TBC)

- Volunteer of the Year
- Industry Member of the Year
- Peoples Choice Photo of the Year



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# 2024 SPONSORSHIP PACKAGES

Select one,  
or more!

## à la carte OPPORTUNITIES

- TMAC Member Newsletter: \$950.00
- TMAC Delegate Newsletter: \$650.00
- TMAC Newsletter LISTING (Photo + 50 words): \$500.00
- 2 Social Channel Posts: choose from 4 channels: \$450.00
- TMAC National PD Session (Virtual) Sponsorship (Introduce/Thank Speaker): \$1,000.00
- TMAC Talks (virtual) Sponsorship (Introduce/Thanks Speaker): \$1,000.00
- TMAC Monthly Newsletter Presenting Partner (logo + message), 12 issues/year: \$2,000.00
- Rotating Banner & Logo on travelmedia.ca (1 year): \$500.00
- 30th Anniversary TMAC Contest Partner: TBD

## CONFERENCE OPPORTUNITIES

Partner/Sponsor recognition to be negotiated for the following products/services provided in kind or covered:

- 30th Anniversary Water Bottle: Co-Branded with TMAC
- Sustainable Speaker Gifts
- TMAC Conference Branded shirt/vest for Delegates
- Conference Lanyard Supplier: SPONSORED by Destination St. John's
- Preferred Conference Signage/Banner Supplier
- TMAC Conference Branded Delegate Reusable Bag
- Official Photographer of TMAC 2024
- TMAC Conference Branded Luggage Tag
- Charging Station Area/Equipment

**HAVE OTHER IDEAS? SHARE THEM WITH US!**



**BOOK NOW!**  
We Will  
**SELL OUT**  
Quickly!



**TMAC** **30**  
YEARS

TRAVEL MEDIA ASSOCIATION OF CANADA

**We Are Going Places**

**ST. JOHN'S** • JUNE 12-16 • 2024

**BOOK NOW!**

Contact: Jerry Grymek, TMAC National Sponsorship Chair

416-918-2043 / [jerry@lma.ca](mailto:jerry@lma.ca)

to discuss (and BOOK!) the enclosed  
sponsorship opportunities