

# 2025

## SPONSORSHIP OPPORTUNITIES

# TMAC Conference & Media Marketplace

*\*Commit to Silver or higher before Dec 31st and receive  
(1) complimentary dedicated eblast VALUE: \$950*



# 2025 SPONSORSHIP PACKAGES

## PEARL: \$14,995

(Retail Value: \$32,395)

*\* Commit to Silver or higher before Dec 31 and receive 1) complimentary dedicated eblast VALUE: \$950*

### Pearl Sponsorship EXCLUSIVE for 2025:

- FREE TMAC Membership (\$385 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 eNewsletter (logo in footer for 4 editions)

### Conference in 2025:

- 1 FREE Delegate Industry Registration (\$1,400 Value, subject to availability)
- 1 FREE Guest Room Upgrade to a Suite at Host Hotel (\$400 value)
- 2025 Conference Orientation (Virtual) Presenting Sponsor
- TMAC National Awards Orientation (Virtual) Presenting Sponsor
- Media Marketplace: Preferred Placement & Signage
- FREE Delegate Room Drop (you provide the item in a bag) (\$1250 value)
- First Timers Reception Sponsor (welcome & signage)
- Closing Keynote Sponsor (intro/15-30 sec video/thanks)
- TMAC 'After-Hours' Host/Activation - optional based on availability: June 4 or 6
- Sponsor Logo Placement on all Conference Materials (pre/during/post):  
Delegate Badges, signage, website, daily eNewsletter, etc.

### Award Sponsor:

- 1 Award Category Sponsorship of your choice (\$3,500 Value, category subject to availability)
- Logo on all Award promotional materials (pre/during/post) the Awards Gala
- Present Award at the Gala (15 to 30 sec max promo video)
- VIP Table Seating at Awards Gala (subject to availability)
- Gift on Gala Tables (optional - items to be provided)

### Communications in 2025:

- 1 dedicated E-Blast to ALL TMACers (\$950 value)
- 1 dedicated E-Blast to TMAC Delegates (\$650 value)
- Rotating Banner with logo on travelmedia.ca (\$1000 value)
- 6 dedicated Posts within 2 TMAC social channels (\$2700 value)



***Plus more!***

# 2025 SPONSORSHIP PACKAGES

## PLATINUM: \$9,750

(Retail Value: \$26,020)

*\* Commit to Silver or higher before Dec 31 and receive 1) complimentary dedicated eblast VALUE: \$950*

### Conference in 2025:

- 1 FREE Delegate Industry Registration (\$1,400 Value, subject to availability)
- 1 FREE Guest Room Upgrade to a Suite at Host Hotel (\$400 value)
- Media Marketplace Orientation Sponsor (virtual)
- Media Marketplace: Preferred Placement & Signage
- FREE Delegate Room Drop (item provided by you)
- TMAC Luncheon Sponsor Activation June 6 (Menu curation + luncheon fees)
- TMAC National AGM Sponsor (intro/15-30 sec video/thank)
- TMAC 'After-hours' Host/Activation - optional if available (June 4 or 6)
- Sponsor Logo Placement on Conference Materials (pre/during/post): Signage, website, daily eNewsletter, etc.

***Plus more!***



### Award Sponsor:

- 1 Award Category Sponsorship of your choice (\$3,500 Value, category subject to availability)
- Logo on Award promotional materials (pre/during/post) the Awards Gala
- Present Award at the Gala (15 to 30 sec max promo video)
- VIP Table Seating at Awards Gala (subject to availability)
- Gift on Gala Tables (optional - items to be provided)

### Communications in 2025:

- 1 dedicated E-Blast to ALL TMACers (\$950 value)
- 1 dedicated E-Blast to TMAC Delegates (\$650 value)
- Rotating Banner with logo on travelmedia.ca (\$1000 value)
- 4 dedicated Posts within 2 TMAC social channels (\$1800 value)

## 2025 SPONSORSHIP PACKAGES

# GOLD: \$5,950 Members

## \$6,250 Non-Members

(Retail Value: \$15,770)

*\* Commit to Silver or higher before Dec 31 and receive 1 complimentary dedicated eblast VALUE: \$950*



### Conference in 2025:

- 1 FREE Delegate Registration (\$1,400 Value, subject to availability)
- Delegate Room Drop (\$5/room & item provided by you)
- 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 Logo Placement on Conference Materials (pre/during/post):  
Signage, website, daily eNewsletter, etc.

### Awards Gala Recognition:

- Acknowledged as a sponsor at the Awards Gala

### Communications in 2025:

- 1 dedicated E-Blast to ALL TMACers (\$950 value)
- 1 dedicated E-Blast to TMAC Delegates (\$650 value)
- Rotating Banner with logo on travelmedia.ca (\$1000 value)
- 2 dedicated Posts within 2 TMAC social channels (\$900 value)

***Plus more!***

# 2025 SPONSORSHIP PACKAGES

## SILVER: \$4,000 Members

\$4,400 Non-Members

(Retail Value: \$10,500)

*\* Commit to Silver or higher before Dec 31 and receive 1) complimentary dedicated eblast VALUE: \$950*



### Conference in 2025:

- Delegate Room Drop \$5/room & item provided)
- First Timers Reception: Signage
- 1 Wellness Break Sponsorship (brandable activation)
- Sponsor Logo Placement on Conference Materials  
(pre/during/post): Signage, website, daily eNewsletter, etc.

### Awards Gala Recognition:

- Acknowledged as a sponsor at the Awards Gala

### Communications in 2025:

- 1 Image/Ad and link within 1 monthly TMAC Newsletter with artwork supplied (\$500 value)
- 2 dedicated Posts within 2 TMAC social channels (\$900 value)

***Plus more!***

# 2025 SPONSORSHIP PACKAGES

## BRONZE: \$2,500 Members

\$4,400 Non-Members

(Retail Value: \$6,000)



### Conference in 2025:

- Delegate Room Drop (\$5/room & item provided)
- First Timers Reception: Signage
- 1 Wellness Break Sponsorship (brandable activation)

### Awards Gala Recognition:

- Acknowledged as a sponsor at the Awards Gala

### Communications in 2025:

- 1 Image/Ad and link within 1 monthly TMAC Newsletter with artwork supplied (\$500 value)
- 2 dedicated Posts within 2 TMAC social channels (\$900 value)

***Plus more!***

# 2025 SPONSORSHIP PACKAGES

## **TMAC AWARDS \$3,500**

(Retail Value: 6,500)

### **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
- Sponsor Logo Placement on Conference Materials (pre/during/post): Signage, website, daily eNewsletter, etc.)

### **Communications in 2025:**

- Recognized in Finalists announcement
- Recognized in Winners announcement
- Rotating Banner with logo on travelmedia.ca (\$1000 value)
- 1 dedicated Posts within 2 TMAC social channels (\$450 value)

## **TMAC AWARD CATEGORIES:**

### **WRITTEN**

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

### **VISUAL**

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

### **ALL MEDIA FORMATS**

- BEST INDIGENOUS TOURISM EXPERIENCE IN CANADA STORY (Sponsored by DI)
- BEST SPIRIT OF CANADA STORY

### **MULTIMEDIA**

- BEST SELF-PUBLISHED TRAVEL WEBSITE
- EMERGING & BROADCAST MEDIA: Under 10 minutes



# 2025 SPONSORSHIP PACKAGES



## à la carte OPPORTUNITIES

- TMAC Member Newsletter: \$950
- TMAC Delegate Newsletter: \$650
- TMAC eNewsletter LISTING (Photo + 50 words): \$500
- 2 Social Channel Posts: choose from 4 channels: \$900.00
- TMAC National PD Session (Virtual) Sponsorship (Introduce/Thank Speaker): \$1,000
- TMAC Talks (virtual) Sponsorship (Introduce/Thanks Speaker): \$1,000.00
- TMAC Monthly eNewsletter Presenting Partner (logo + message), 12 issues/year: \$2,000
- Rotating Banner & Logo on travelmedia.ca (1 year): \$1000.00

## CONFERENCE OPPORTUNITIES

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

- Water Bottle: Co-Branded with TMAC
- Sustainable Speaker Gifts
- TMAC Conference Branded shirt/vest for Delegates
- Conference Lanyard Supplier
- Preferred Conference Signage/Banner Supplier
- TMAC Conference Branded Delegate Reusable Bag
- Official Photographer of TMAC 2025
- TMAC Conference Branded Luggage Tag
- Charging Station Area/Equipment

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





# TMAC

TRAVEL MEDIA ASSOCIATION OF CANADA

**We Are Going Places**



**June  
4-8 • 2025**

# SASKATOON



*We'll sell out,  
call me...*

**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