



Society for
Incentive
Travel
Excellence

site Canada

THE ONLY ASSOCIATION DEDICATED TO INCENTIVE TRAVEL

2025 Sponsorship Prospectus

***Helping You Tell Your Story
and Achieving Your Sales & Marketing Goals***

www.SiteCanada.org

WHY SPONSOR?



Brand Awareness

Connect with over 150 Industry Buyers



Relationship Development

**Networking Opportunities
with Key Decision Makers**

Our packages are designed to ensure maximum exposure and visibility before, during, and after each event.

Benefits of Sponsorship

Relationships

- Build meaningful connections with our membership.
- Establish long-term partnerships.
- Strengthen brand loyalty and customer trust.

Lead Generation

- Drive demand for your products and services.
- Showcase your offerings to our targeted audience of incentive planners.
- Generate valuable leads for your business.

Engagement

- Interact with attendees in meaningful ways.
- Speaking opportunities to share your expertise.
- Showcase your products/services.
- Powerful networking opportunities.

Awareness

- Stand out and tell your brand story effectively.
- Unique and compelling opportunities to increase brand visibility.
- Go beyond logo placement to create memorable experiences.

By sponsoring our events, you can leverage these benefits to maximize the impact of your sponsorship investment. Don't miss out on the opportunity to build relationships, generate leads, engage with your audience, and increase brand awareness with SITE Canada.

SITE Canada 2025 Event Calendar



January 5-8	SITE Canada Exchange
March 27	Learning Lounge
March 27	SITE Canada AGM & Awards Dinner
June 11	Summer Social
August 11	Golf Tournament
October 23	Learning Lounge
December 3	Holiday Social



Informal in-Person “Meet-Ups” will be organized throughout the year at various locations in Atlantic Canada, Alberta and British Columbia.

***Details will be available on the SITE Canada website approximately 2 months prior to the event date.**

Some of our SITE Canada Members and Event Attendees Include...

Aevias
Aviva Canada Inc.
Bennett Jones
BMO Private Wealth
Bond Brand Loyalty
Canaccord Genuity
Canada Life
Cascadia Motivation Inc.
Chriselle Management, Inc
Club Med
Cogeco
Communiqué Incentives Inc
Conqueror Travel Club
Creative Group Inc.
daCunha Voyages
DCM Event Management
Dias Business Services Inc.
E.L. Productions Ltd.
e=mc2 events
EMI Global USA
Eventive Marketing Inc.
Events&Co.
Eventures
F&H Incentives
Fairhaven Global Site
Fire Light Group
Fraser & Hoyt Incentives
GAB&CO Consulting Inc
GlobauxSource

GMS Global Management Services
iA Wealth
Independent
IQ Business Events
ITM Events
MCC Planners
MCI Group Canada
Meeting Encore Ltd.
MEP & Associates
Metracon Travel Group Inc.
Moniker
Pampered Chef
Prestige
Prestige Global Meeting Source
Programmed Insurance Brokers

Red Point Industries
Road Ahead Meetings & Events Inc.
Rogers Communications
Scotiabank
Sol Group
Syngenta Canada
TD Wealth
Techne Events
TELUS
The Avadawn Agency
The Traveller Inc
The Wynford Group
U.S. Bank | Elavon
Unique Vacations Inc Canada



SITE Canada 2025 Exchange January 5-8 in Kelowna BC

Program Participation (Members: \$4,350; Non-Members: \$5,045)

- One-On-One Appointments with 25 Planners from Canada and USA
- Opportunities to network with Planners during Meals and Activities
- Opportunity to provide a Room Drop for 25 Planners
- Profile in Supplier List provided to Planners
- 1 Complimentary Registration for Event

Dinner Sponsor (1 Available) \$9,350

- Includes Program Participation
- 3 minutes podium time at the Dinner
- Opportunity to show a 1 minute video at the Dinner
- One pop-up banner at the Dinner

Breakfast Sponsor (2 Available) \$6,850

- Includes Program Participation
- 3 minutes podium time at the Breakfast
- Opportunity to show a 1 minute video at the Breakfast
- One pop-up banner at the Breakfast



[CLICK HERE TO REGISTER](#)

****2024 Event Attendance Information: 50% Planners, 50% Suppliers***

March Learning Lounge

Education Sponsorship \$3,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event



Breakfast/Reception Sponsorship \$3,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event

2024 Attendance: 40% Planners, 60% Suppliers

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SITE Canada AGM & Awards

Dinner Sponsorship \$4,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event



Venue Sponsorship \$3,000

- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page
- Logo and hyperlink on event email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 1 complimentary registration for event

2023 Attendance (Second City): 35% Planners, 65% Suppliers

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Summer Social

Title Sponsor \$6,000

- 3 Minutes Podium Time at Event
- Banner ad on SITE Canada website home page for 30 days
- Ad in SITE Canada Newsletter
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 3 complimentary registrations for event

Bar Sponsor \$3,500

- 2 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- 2 complimentary registrations for event

Food or Activity Sponsors \$2,500

- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

All Summer Social Sponsors receive the following benefits:

- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)

2024 Event Attendance Information: 35% Planners, 65% Suppliers



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Golf Tournament – August 11

Golf Tournament Sponsor \$6,000

- 3 Minutes Podium Time at Event
- Large banner ad with hyperlink on SITE Canada website home page for 30 days
- Ad in SITE Canada Newsletter
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 3 complimentary registrations for Golf Tournament/Golf Clinic

Lunch Sponsor \$3,500

- 2 Minutes Podium Time at Lunch
- Feature article in SITE Canada Newsletter
- 2 complimentary registrations for luncheon

Hole or Putting Green Sponsors \$2,000

- Signage at hole/putting green
- Opportunity to interact with golfers
- 1 complimentary registration for luncheon

All Golf Tournament and Golf Clinic Sponsors receive the following benefits:

- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)



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- ****NOTE: New event –Anticipated attendance 30-50: 40% Planners, 60% Suppliers***

October Learning Lounge

Education Sponsorship \$3,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page
- Logo and hyperlink on event email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event



Breakfast/Reception Sponsorship \$3,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page
- Logo and hyperlink on event email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event

**New event – Anticipated attendance: 40% Planners, 60% Suppliers*

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Holiday Social

Title Sponsor \$6,000

- 3 Minutes Podium Time at Event
- Banner ad with hyperlink on SITE Canada website home page for 30 days
- Ad in SITE Canada Newsletter
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 3 complimentary registrations for event

Bar Sponsor \$3,500

- 2 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- 2 complimentary registrations for event

Food or Activity Sponsors \$2,500

- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

All Holiday Social Sponsors receive the following benefits:

- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)

2023 Event Attendance Information: 45% Planners, 55% Suppliers



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Gifting Partner

We are offering a sponsorship opportunity for a sponsor to provide gifts at upcoming events. By partnering with us, sponsors can enhance the attendee experience and also gain exposure for their products. This exposure opportunity not only showcases their product but also helps SITE Canada increase participation at the event through marketing efforts.

As a sponsor, you will have the opportunity to provide each registered attendee, including both planners and suppliers, with a takeaway gift. All costs associated with these gifts will be covered by the sponsor. To ensure the quality of the gifts, they must have a high perceived value and be approved by a SITE Canada Director. Please refer to the historical attendance data for projected quantities and consider this opportunity to promote your brand and engage with our attendees.

Benefits include:

- Logo and hyperlink on event website page and email promotion
- Logo on event Powerpoint
- 1 complimentary registration at event
- Recognition from the stage
- Registration List with emails (where permission granted)



Raffle & Silent Auction Prizes

We have an incredible opportunity available for our Raffle and Silent Auction events, which are held throughout the year, including our highly anticipated Summer and Holiday Social. We are currently in search of generous donations, including hotel packages/certificates, airline tickets, destination packages, cruise experiences, theatre, sporting event and concert tickets, authentic artisan crafts/gifts, gift baskets, gift cards, and any other items that align with our industry and will captivate our attendees. Donations help support a local charity and SITE Canada Education Fund.

By contributing to our events, your company will receive valuable exposure. Prior to and during the event, we will proudly showcase your company name, the donated item with a description, and its value to all attendees. This will provide your brand with exceptional visibility and recognition among our audience.

Please note that while donations do not fall under the sponsorship benefit categories, they are still an extraordinary way to support our cause and gain exposure for your company.



Let's Work Together!

SITE Canada has an event that will fit your sponsorship objectives.

We believe that our event aligns perfectly with your sponsorship objectives. However, if you don't see exactly what you're looking for in our current opportunities, we are more than willing to collaborate and create a customized sponsorship package that meets your specific needs. Let's work together to make this event a success and achieve our shared goals.

Contact us today to discuss how we can tailor a sponsorship opportunity just for you.

Anne Findlay-Gomes

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