

RURAL TOURISM SYMPOSIUM

Where tourism gets real.

JANUARY 16, 2018

SPONSORSHIP OPPORTUNITIES

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WHERE TOURISM GETS REAL

January 16, 2018
Orangeville Town Hall Opera House

RURAL TOURISM SYMPOSIUM

Headwaters Tourism is the destination marketing organization, representing over 1,100 tourism businesses in the Headwaters region of Ontario, and providing tourism services on behalf of the regional tourism industry and municipal partners in the eight municipalities of Dufferin County as well as the Town of Caledon & Erin. Headwaters welcomes 875,000+ visitors annually, resulting in over \$68 million in annual visitor spending. Headwaters Tourism is an innovative, industry leader recognized with multiple provincial and national tourism awards for marketing, innovation, product and economic development.

Headwaters Tourism invites rural tourism stakeholders, destination marketing organizations and tourism businesses from across Ontario to join us for the first ***Rural Tourism Symposium: Where Tourism Gets Real.***

Designed to raise the profile of rural tourism as an integral part of the provincial and national visitor experience, this one-day event will be jam-packed with content specifically targeted to the rural tourism industry. This symposium will inspire tourism operators to develop Canadian and Ontario signature experiences that align with our provincial and national tourism partners; and will feature keynote speaker Lisa Lavecchia from Destination Ontario, David Robinson from Destination Canada and rural tourism destinations and stakeholders from across the province.

Discover best practices in rural tourism, be inspired by rural tourism leaders, and help us give a voice to the importance of rural destinations in showcasing the best of Ontario and Canada.

BENEFITS OF SPONSORSHIP

The first of its kind in Ontario, this Rural Tourism Symposium, hosted by Headwaters Tourism will feature tourism leaders from across Canada and Ontario, and tourism operators from across the province.

Delegates to the conference are influential leaders in the tourism industry in Canada. Sponsors of this event will have the opportunity to connect with, and associate their businesses with some of the leaders in tourism development in Ontario. Media coverage is expected to be extensive at the Symposium and sponsors will be able leverage their participation in the event and increase their profile within the provincial and national tourism framework.

We invite you to be part of a leading edge, industry driven collaborative initiative that will raise the profile of rural communities, and the rural tourism industry in Ontario.

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OPPORTUNITIES

We have developed base recognition packages that can be tailored to meet your needs. Each opportunity is built to maximize your organization’s visibility at our first annual **Rural Tourism Symposium**.

 RURAL TOURISM SYMPOSIUM	GOLD Partner \$5,000	SILVER Partner \$2,500	BRONZE Partner \$1,000
Podium recognition as keynote speaker presenter	✓		
Program recognition as keynote speaker presenter	✓		
Podium recognition as a session presenter		✓	
Conference tickets	4	2	1
Recognition in conference program	✓	✓	✓
Logo recognition in all promotional material	✓	✓	
Name recognition in all promotional material			✓
Company profile & link on ruraltourism.biz website	✓		
Company logo & link on ruraltourism.biz website		✓	
Opportunity to include promo material in delegate kits	✓	✓	✓
Reserved VIP seating at conference	✓	✓	

If you would like to discuss partnership opportunities for this ground-breaking Rural Ontario Tourism Symposium, please contact:

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We look forward to partnering with you to raise the profile of rural tourism in Ontario and Canada.