



REGIONAL ROAD MAP

Opportunity for sponsorship

October 2017

Headwaters Tourism is the recognized destination marketing organization for the Headwaters region, providing tourism services on behalf of the regional tourism industry and on behalf of our municipal partners in the County of Dufferin and the Towns of Mono, Shelburne, Caledon & Erin.

While the organization has evolved over the years, the primary goal is still the same: to work on behalf of and in conjunction with our partners and regional tourism operators to support tourism that is consistent with the region's rural heritage, respectful of its extraordinary natural environment and that promotes its spirit of community.

Headwaters Tourism strongly advocates for regional collaboration in all our undertakings, understanding that an integrated approach allows individual businesses, groups, committees, communities and municipalities to expand their reach and leverage their impact in the marketplace.

BACKGROUND

In May of 2017, Headwaters Tourism produced a printed regional road map to direct visitors and residents across the region. This one-page "tear map" is used as a fulfillment piece for people who are already in the region, and who may want a printed map instead of, or to complement, digital mapping tools.

The inaugural 2017 edition of the map received a tremendous response from both tourism operators, visitors to the region, and residents and has become a sought-after consumer tool.

OPPORTUNITY

For 2018 Headwaters Tourism will once again produce 20,000 copies of this regional map, with distribution at major tourism locations throughout the area.

Sponsorship of the 2018 regional Headwaters map provides co-branding opportunities for the map sponsor. The final approved sponsor will be exclusively represented on the 20,000 copies of the 2018 map that will be available for distribution through tourism channels.

Sponsor recognition would be included as a base bar on each printed copy of the map for the complete run of 20,000 copies.

Cost of sponsorship: \$5,000.

Interested parties are asked to contact Headwaters Tourism's Executive Director, [Michele Harris](#).