

SPONSORSHIP OPPORTUNITIES



**North American
Skål Congress**

Toronto 2017

OPPORTUNITY

Partnering with Skål means being connected to the right people in travel and tourism, all with the right level of influence, and it means you are allied with a globally respected organisation and leader in the travel and tourism industry. Sponsorship packages for the North American Skål Congress 2017, to be held at the Chelsea Hotel in downtown Toronto, are designed to provide a solid platform to help your business achieve its marketing goals and deliver a maximum return on investment.

Experience the power of being a primary sponsor of the North American Skål Congress. Now is your chance! We have developed four sponsorship packages—Platinum, Gold, Silver and Bronze—and several individual options, to give a select number of companies the opportunity to partner with us. In exchange for your generous sponsorship, you will be able to take advantage of a benefits package filled with ways to further enhance your brand exposure in North America and beyond.

SPONSOR

The North American Skål Congress provides a unique opportunity to meet Skål members from Canada, the United States, Mexico and the Caribbean; make new contacts; and do business among friends. The outreach of this event spans 89 clubs and more than 3,500 members, resulting in a strong North American presence and significant media coverage.

By partnering with us in 2017:

⇒ **BRANDING**

Your brand will be associated with Skål International, a professional organisation of 17,000 plus tourism leaders around the world, promoting global tourism and friendship.

⇒ **OBJECTIVES**

It will give your company an opportunity to meet its objectives and reach your market in the travel industry.

⇒ **SUPPORT**

Your commitment and support will be displayed and acknowledged prior to, throughout, and following the North American Skål Congress 2017.

SPONSORSHIP PACKAGES

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE IN DIFFERENT LEVELS OF INVOLVEMENT

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
LOGO DISPLAYED IN PRINTED CONGRESS PROGRAM AND ON CONGRESS WEBSITE	●	●	●	●
MENTION IN PRE-EVENT ANNOUNCEMENTS & E-BLASTS TO 17,000 MEMBERS WORLDWIDE	●	●	●	●
DISTRIBUTION OF PROMOTIONAL MATERIAL IN CONGRESS BAG	●	●	●	●
LOGO DISPLAYED ON ALL SIGNAGE DURING EVENT	●	●	●	●
RECOGNITION DURING OPENING CEREMONY	●	●	●	●
FULL PAGE ADVERTISEMENT IN PRINTED CONGRESS PROGRAM	●			
HALF PAGE ADVERTISEMENT IN PRINTED CONGRESS PROGRAM		●		
QUARTER PAGE ADVERTISEMENT IN PRINTED CONGRESS PROGRAM			●	●
GALA DINNER—TITLE SPONSOR (15 MINUTE PRESENTATION)	●			
OPENING RECEPTION OR WINERY DINNER—TITLE SPONSOR (15 MINUTE PRESENTATION)		●		
BREAKFAST OR LUNCH SPONSOR (EITHER FRIDAY OR SATURDAY)			●	
B2B SESSION TABLE	FREE	FREE	50% OFF	25% OFF
SINGLE CONGRESS PACKAGE	FREE	50% OFF	30% OFF	20% OFF
NUMBER OF SPONSORSHIPS AVAILABLE	1	2	4	UNLIMITED
	\$10,000	\$5,000	\$3,000	\$2,000

OTHER

OTHER SPONSORSHIP OPPORTUNITIES

	BENEFITS
KEYNOTE SPEAKER \$5,000	ALL BENEFITS OF GOLD SPONSORSHIP EXCEPT OPENING RECEPTION OR WINERY DINNER TITLE SPONSORSHIP TITLE SPONSOR OF OPENING CEREMONY
CONGRESS DELEGATE BAG \$1,500	LOGO PRINTED ON CONGRESS BAG LOGO IN CONGRESS PROGRAM/WEBSITE LOGO DISPLAYED ON ALL SIGNAGE DURING EVENT
CONGRESS LANYARD AND BADGE \$1,000	LOGO PRINTED ON CONGRESS LANYARD AND BADGES LOGO IN CONGRESS PROGRAM/WEBSITE LOGO DISPLAYED ON ALL SIGNAGE DURING EVENT
COFFEE BREAK SPONSOR (EITHER FRIDAY OR SATURDAY) \$1,000	MENTION IN PRE-COFFEE BREAK ANNOUNCEMENTS LOGO ON TABLE AT COFFEE BREAKS LOGO IN CONGRESS PROGRAM/WEBSITE LOGO DISPLAYED ON ALL SIGNAGE DURING EVENT
B2B SESSION TABLE \$500	PROMOTIONAL TABLE AT B2B SESSION LOGO IN CONGRESS PROGRAM/WEBSITE LOGO DISPLAYED ON ALL SIGNAGE DURING EVENT
DELEGATE BAG INSERT \$500	1 PIECE IN DELGATE BAG LOGO IN CONGRESS PROGRAM/WEBSITE LOGO DISPLAYED ON ALL SIGNAGE DURING EVENT

CONTACT US



For further information regarding Sponsorship Opportunities for the North American Skål Congress 2017 in Toronto, please contact:

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Skål International is the only international organisation that brings together all sectors of the travel and tourism industry. Its members, the industry's managers and executives, meet at local, national, regional and international levels to discuss and pursue topics of common interest.



North American Skål Congress

Toronto 2017

Sponsorship Form "Doing Business Among Friends"

Contact Name: _____
Print name

Title: _____

Company Name: _____

Email: _____

Telephone: _____

Address: _____

City: _____

Province or State: _____

Postal Code or Zip Code: _____

Country: _____

Please circle the sponsorship levels / items you would like to add. All dollar amounts are in Canadian funds.

Platinum Sponsor	(\$10,000)	Congress Delegate Bag	(\$1,500)
Gold Sponsor	(\$5,000)	Congress Lanyard & Badge	(\$1,500)
Silver Sponsor	(\$3,000)	Coffee Break Sponsor	(\$1,000)
Bronze Sponsor	(\$2,000)	B2B Session Table	(\$500)
Keynote Speaker	(\$5,000)	Delegate Bag Insert	(\$500)

Plus Applicable Taxes

Name: _____ Date: _____

Please complete this form & email to nasc2017@gmail.com
Make cheque payable to NAASC 2017 in Canadian Funds and mail to:

NAASC 2017
c/o VoX International Inc.
2 Bloor Street West, Suite 2601
Toronto, Ontario, Canada M4W 3E2

Thank you for your support.