



PARTNERSHIP OPPORTUNITIES

This is a day of **recognition**.

This is a day of **appreciation**.

This is a day of **respect**.

This is the day that we proudly
stand united to say **thank you**
for a job well done.

This is a day that we **showcase**
the ***Best*** of **Edmonton**.





The Edmonton Tourism Awards are designed to celebrate success, leadership, and innovation in Edmonton's tourism industry in key tourism areas/touch points critical to future success in the tourism industry.

The Edmonton Tourism Awards will be open to any and all Edmonton and greater Edmonton metropolitan based hoteliers, vendors, businesses, and others involved in Edmonton's tourism industry.





TL;DR

- This is an opportunity for you to directly reach entrepreneurs, disruptors, mavericks, influencers, and ambassadors that directly shape Edmonton's bustling tourism industry.
- Opportunities are flexible and customizable. Let's create an experience to kick-start innovation and collaboration.
- The inaugural luncheon will be held at **11:30 AM on Friday, June 2, 2023** at Delta by Marriott Hotels Edmonton South



AWARD CATEGORIES

SUSTAINABLE TOURISM AWARD

The Sustainable Tourism award recognizes excellence in the practice and promotion of sustainable tourism and includes for such things as going green, reducing your carbon footprint, supporting sustainable options in destinations, taking care of places, supporting community-based tourism and initiatives, respecting the practices of local people, reducing waste and so on. Sustainable tourism is focused on the long-term sustainability of the tourism industry providing for tourism opportunities for generations to come.

OUTSTANDING CONTRIBUTOR TO THE COMMUNITY TOURISM AWARD

Presented to a tourism business or organization in recognition of their overall outstanding contributions to the community through initiatives, employee volunteerism and financial or in-kind donations which directly benefit the City of Edmonton.

CULTURAL EXPERIENCE TOURISM AWARD

Cultural Tourism products and services are important factors in sustainable development, contributing to the protection and promotion of cultural heritage, the extension of the tourism period, as well as increasing culture and heritage awareness among tourists and host communities, regional GDP, and its multiplier effects. The Cultural Experience award will recognize a tourism industry business and/or partnership that has shown a commitment to the creation, promotion, and delivery of an authentic, innovative, and enriched cultural tourism experience.

GREAT PLACE TO WORK TOURISM AWARD

Presented to an Edmonton and greater metropolitan region member of the tourism industry who has made a commitment to foster equity, diversity, inclusion, and belonging. A leader who embraces innovative ideas to move the company forward while supporting and encouraging workplace and personal life balance improving well-being and productivity.

TOURISM BUSINESS OF THE YEAR AWARD

The Tourism Business of the Year award will be given to a tourism organization or business that typifies industry best practices in all areas of its operations and thus is an example of overall business excellence in the tourism industry.

- Large Tourism (greater than 100 employees)
- Small to Medium-sized Tourism (99 or less employees)

BEST IN CLASS CUSTOMER SERVICE AWARD

This award is for any tourism and/or hospitality team who works together to deliver an amazing customer experience from beginning to end. Public and private sector teams, retail teams, restaurant teams, hotel teams, tourism teams, – any team who work together to deliver a brilliant customer experience.

RESTAURANT OF THE YEAR AWARD

This award recognizes the very best Edmonton restaurant in food, drink, and hospitality. The recipient of the Restaurant of the Year Award is a restaurant that demonstrates consistent excellence in food, atmosphere, service, and operations.

EVENT OF THE YEAR AWARD

Presented to the tourism and hospitality group or organization who, through the production of an event, best exemplifies the spirit of Edmonton and generates tourism visitation to the City of Edmonton.

ATTRACTION OF THE YEAR AWARD

This award honours the best attractions, from theme parks and zoos to guided visits. It recognizes venues that stand out for their appeal to all types of visitors. The Attraction of the Year Award will be presented to a tourism business or organization that provides an outstanding attraction that is a leader in applying industry best practices in all aspects of operations.

SPORTS EVENT OF THE YEAR AWARD

Presented to the individual, group, or organization who, through the hosting of a sporting event, has made significant contributions to the tourism industry in Edmonton.



HOTELIER LIFETIME ACHIEVEMENT AWARD

The Hotelier Lifetime Achievement Award recognizes an individual who has made a significant contribution of energy, service, and talent towards the growth of the hotel industry, through volunteer work, service, or business accomplishments. Focusing on hotel tourism building, the recipient demonstrates leadership, vision and innovation built on a solid foundation of strong values and sound business strategies. Individual must be a retired or current member of Edmonton Destination Marketing Hotels.



PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES AT A GLANCE

	Premier Partner	Lead Partner	Community Partner	Tourism Supporter
INVESTMENT LEVEL:	\$15,000 + \$40,000 VIK CAD	\$10,000 + \$25,000 VIK CAD	\$5,000 + \$15,000 VIK CAD	\$2,500 CAD
Designation as a Premier Partner. Event referenced as “presented by <your company>” on all marketing collateral				
Opportunity to play promotional video (up to 2 min) at start of ETA				
Opportunity for representative to bring opening remarks (2 minutes)				
Two Branded banners placed on stage during ETA (digital signage)				
One Seat at Head Table				
Three-night hotel stay for two at an Edmonton’s Best Hotels (to be selected by EBH)				
Opportunity for custom display/exhibit at ETA entrance (or designated area)				
Opportunity to present an Award for one award category and be photographed with the winner(s)				
Opportunity to provide branded items for all guests				
Banner(s) on display within venue	2 BANNERS	2 BANNERS	1 BANNER	
Verbal recognition from emcee				
Table(s) of eight or Tickets	2 TABLES	1 TABLE	6 TICKETS	2 TICKETS
Logo placement on event advertising	Includes website, e-newsletter, social media, e-Ticket receipt, and awards video sponsor credit roll	Includes website, e-newsletter, social media, and awards video sponsor credit roll	Includes website, e-newsletter, social media, and awards video sponsor credit roll	Includes website, e-newsletter, social media, and awards video sponsor credit roll
Company bio or recognition included in the Awards Ceremony printed program	BIO	BIO	RECOGNITION	RECOGNITION

PREMIER PARTNER

INVESTMENT LEVEL OF \$15,000 + \$40,000 VIK CAD

- Designation as a **Premier Partner**. Event referenced as “presented by <your company>” on all marketing collateral
- Opportunity to play promotional video (up to 2 min) at start of ETA
- Opportunity for representative to bring opening remarks (2 minutes)
- Opportunity for custom display/exhibit at ETA entrance (or designated area)
- Opportunity to present an Award for one award category and be photographed with the winner(s)
- Opportunity to provide branded items for all guests
- Two Branded banners placed on stage during ETA (digital signage)
- Two Banners on display within venue
- Verbal recognition from emcee
- One Seat at Head Table
- Two Tables of eight
- Three-night hotel stay for two at an Edmonton’s Best Hotels (to be selected by EBH).
- Logo placement as Premier Partner on all event advertising.
 - Includes website, e-newsletter, social media, e-Ticket receipt, and awards video sponsor credit roll
- Company bio included in the Awards Ceremony printed program.





LEAD PARTNER

INVESTMENT LEVEL OF \$10,000 + \$25,000 VIK CAD

- Opportunity for custom display/exhibit at ETA entrance (or designated area)
- Opportunity to present an Award for one award category and be photographed with the winner(s)
- Opportunity to provide branded items for all guests
- Two Banners on display within venue
- One Table of eight
- Verbal recognition from emcee
- Opportunity to provide branded items for all guests
- Logo placement as Lead Partner on all event advertising.
 - Includes website, e-newsletter, social media, and awards video sponsor credit roll
- Company bio included in the Awards Ceremony printed program.

COMMUNITY PARTNER

INVESTMENT LEVEL OF \$5,000 + \$15,000 VIK CAD

- Opportunity to provide branded items for all guests
- One Banner on display within venue
- Six tickets to awards
- Verbal recognition from emcee
- Logo placement as Community Partner on select event advertising.
 - Includes website, e-newsletter, social media, and awards video sponsor credit roll
- Company recognition included in the Awards Ceremony printed program.





TOURISM SUPPORTER

INVESTMENT LEVEL OF \$2,500 CAD



- Two tickets to awards
- Verbal recognition from emcee
- Logo placement as Tourism Supporter on select event advertising.
 - Includes website, e-newsletter, social media, and awards video sponsor credit roll
- Company recognition included in the Awards Ceremony printed program.



BECOME A PARTNER OF THE EDMONTON TOURISM AWARDS

Peter Ogilvie, Executive Director
Edmonton Destination Marketing Hotels
Edmonton's Best Hotels

☎ 780.909.5252

✉ pogilvie@edmh.ca

edmontontourismawards.com

Joan Currie, Marketing Manager
Edmonton Destination Marketing Hotels
Edmonton's Best Hotels

☎ 780.940.9570

✉ jcurrie@edmh.ca

