



# PARTNERSHIP OPPORTUNITIES

BRIDGE  
MAXIMUM  
201  
441  
501

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441  
501



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 **Noon on Friday, June 7, 2024** at the Westin Hotel.





# AWARD CATEGORIES



## CULTURAL EXPERIENCE TOURISM AWARD

This award will recognize a tourism industry business and/or partnership committed to developing, promoting, and delivering an authentic, innovative, and enriched cultural tourism experience.

## GREAT PLACE TO WORK TOURISM AWARD

Presented to an Edmonton-based member of the tourism industry who has committed to fostering 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.

## SUSTAINABLE TOURISM AWARD

Recognizes excellence in practicing and promoting sustainable tourism. It includes 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 tourism opportunities for generations to come.

**TIER 1:**  
Program budget  
of over \$500K

**TIER 2:**  
Program budget  
of under \$500K



## SPORTS EVENT OF THE YEAR AWARD

Awarded for an outstanding event showcasing athletic activity requiring skill or physical prowess or an experience related to a sporting event. Submissions may be from marathons, races, team sports, other competitive events, team drafts, and other related experiences. They should include activations or other strategies that engage fans/spectators.

### TIER 1:

Event budget greater than \$1 million

### TIER 2:

Event budget less than \$1 million

**NEW  
2024**

## BUSINESS EVENT OF THE YEAR AWARD

Awarded for the effective and creative planning of a business event, meeting, conference, or convention. Judging is based on effectiveness and originality of content, relevance to the event/subject matter, choice of speaker(s), delivery methods, integration of technology and/or social media, audience interaction, and learning environment.

**NEW  
2024**

## FESTIVAL OF THE YEAR AWARD

Awarded for the most exceptional and effective experience that generates awareness and enthusiastic engagement with the festival.

**NEW  
2024**

## DESTINATION EVENT OF THE YEAR AWARD

Presented to the tourism and hospitality group or organization that, through the production of an event (non-business, sporting, or festival-related), best exemplifies the spirit of Edmonton. It generates tourism visitation to the City of Edmonton.



**NEW  
2024**

## CULINARY TOURISM AWARD

Awarded for an outstanding event, program, or organization that works with communities to grow food tourism by leveraging the history, heritage, and culture behind the food and drink that makes Alberta's destination unique.

## ATTRACTION OF THE YEAR AWARD

This award honors the best attractions, from theme parks and zoos to guided visits. It recognizes venues that stand out for their appeal to all 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.

## TOURISM BUSINESS OF THE YEAR AWARD

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.

**TIER 1:**

Small businesses with under 50 employees

**TIER 2:**

Large Businesses with over 50 employees

**NEW  
2024**

## TOURISM INFLUENCER AWARD

Awarded to an Influencer who promotes tourism to the City of Edmonton and includes but is not limited to, celebrities, social media stars, journalists, or industry experts.





## **HOTELIER LIFETIME ACHIEVEMENT AWARD**

This 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. Individuals must be retired or current members of Edmonton Destination Marketing Hotels.





**PARTNERSHIP OPPORTUNITIES**



# PARTNERSHIP OPPORTUNITIES AT A GLANCE

	Premier Partner	Lead Partner	Community Partner	Tourism Supporter
INVESTMENT LEVEL:	\$20,000 CAD	15,000 CAD	5,000 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)				
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 \$20,000 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
- Two Tables of eight
- 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 \$15,000 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 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**

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The Edmonton Tourism Awards is owned and operated by Edmonton Destination Marketing Hotels and their brand Edmonton's Best Hotels.

