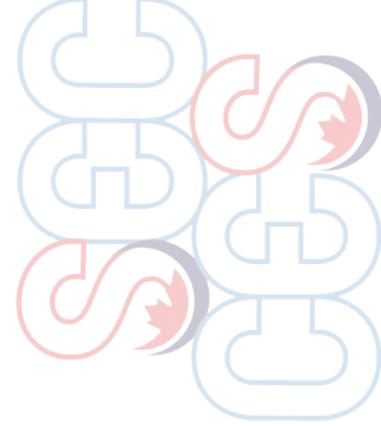
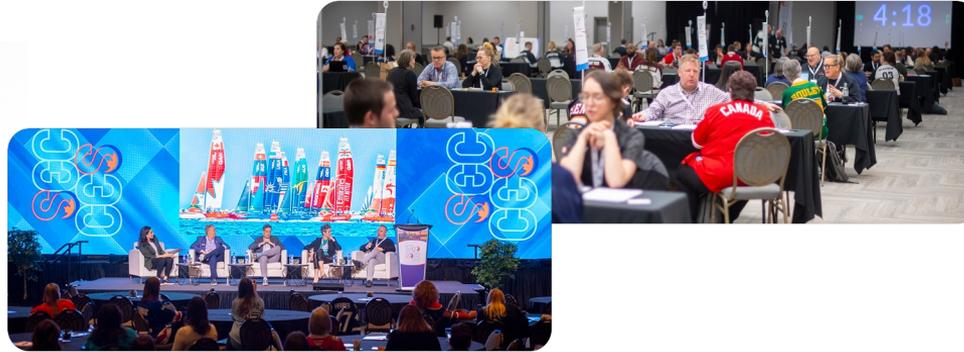


SEC25

MARCH 18-20

IN BEAUTIFUL
CALGARY, AB



SPORT EVENTS CONGRESS

Canada's largest annual sport tourism event.

This three-day event is designed to be interactive and educational, bringing together over 300 leading experts in sport event hosting. Attendees will have the opportunity to connect with other professionals through B2B appointments, learn new skills, and stay up-to-date with the latest trends in sport hosting. The event also provides a fun and informal atmosphere for networking and socializing.



www.sporttourismcanada.com



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CALGARY, AB

SPORT EVENTS CONGRESS

The Sport Events Congress is Canada's exclusive event connecting all key stakeholders in Sport Tourism in one place, at one time.

MAKE AN IMPACT THIS YEAR, AS A SPORT EVENTS CONGRESS SPONSOR!

- Connect directly with our 300+ attendees
- Attend relevant sessions, and take away actionable insights over the three-day congress
- Receive exclusive sponsor benefits
- 90% of sponsors return to SEC year over year

WHO ATTENDS SEC?

66%

are responsible for making purchase decisions on behalf of their organizations

53%

have 6+ years of experience in sport tourism

56%

are responsible for departmental budgets

43%

manage teams in the sector

Networking is the #1 reason people attend SEC events, with learning & business development are close seconds.



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SPONSORSHIP OPPORTUNITIES

Our sponsors connect with more people, generate higher quality leads, and enhance their brand visibility among 300+ delegates.



THOUGHT LEADERSHIP

For brands who want to support learning and skill development in the industry. Session, Stage, and Speaker sponsor opportunities throughout the three days.



BRAND AWARENESS

For brands who want to increase recognition and knowledge of their brand within the sport tourism industry. Vendor Alley presence, along with digital and physical signage options, social posts, and delegate materials.



NETWORKING

For brands who understand the importance of social connections and who want to help STC create memorable experiences. Naming opportunities for networking events including Receptions, Lounges, and Refreshment Breaks.



LEAD GENERATION

For brands who are seeking opportunities to demonstrate the value of their products/services to the industry. Sport Event Exchange is rated as one of the most valuable activities during SEC. There is high value with being seen as the presenting sponsor for the SEE element of Congress.

Select the sponsorship program that fits best with your objectives at Sport Events Congress.



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SPONSORSHIP OPPORTUNITIES



CONTENT SPONSORS

SPONSOR TITLE	PRICE	BENEFITS
Opening Plenary Sponsor	\$10,000	Logo on website, associated print, social media mention, 1-minute promo video during plenary, image ad, option to provide promotional gifts or prize draw, speaking opportunities - 2 min remarks 2 complimentary registrations
Plenary Sponsor x 2 opportunities	\$10,000	Logo on website, associated print, social media mention, 1-minute promo video during plenary, image ad, option to provide promotional gifts or prize draw, speaking opportunities - 2 min remarks 2 complimentary registrations
Breakout Sponsor x 8 opportunities	\$5,000	Logo on website, associated print, social media mention, 30-second promo video during breakout, image ad, speaking opportunities - 2 min remarks 1 complimentary registration
Sport Events Exchange Sponsor (3 days) x 1	\$7,000	Logo on website, associated print, social media mention, 30-second promo video, image ad, speaking opportunities - 2 min remarks 2 complimentary registrations

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SPONSORSHIP OPPORTUNITIES



SOCIAL SPONSORS

SPONSOR TITLE	PRICE	BENEFITS
Welcome Reception Sponsor x 1	\$5,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, 1 complimentary registration
Refreshment Break Sponsor x 2 opportunities (1 per day)	\$5,000	
Hydration Stations x 1	\$5,000	
Lounge Sponsor x 1	\$5,000	
Late Night Social Sponsor x2 opportunities (1 per day)	\$2,500	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad

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SPONSORSHIP OPPORTUNITIES



COMMUNITY SPONSORS

SPONSOR TITLE	PRICE	BENEFITS
Delegate Badge Sponsor x 1	\$5,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, logo on delegate badges, 1 complimentary registration
Exhibitor Passport Sponsor x 1	\$5,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, logo on exhibitor passport, 1 complimentary registration
Photo Studio Sponsor x 1	\$8,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, photo studio space, 1 complimentary registration
Theme Days x 1	\$5,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, prizing draw, photo opp in front of a backdrop provided by the sponsor, speaking opportunity, 1 complimentary registration

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SPONSORSHIP OPPORTUNITIES



PRESTIGE AWARDS SPONSORS

SPONSOR TITLE	PRICE	BENEFITS
Reception & Stage Sponsor	\$12,000	In addition to the Award Category benefits below: <ul style="list-style-type: none">• A single booth space in Vendor Alley.• One additional complimentary SEC registration (2 total).• Co-branding with the stage sponsor on the PRESTIGE screen graphics.• Listing as title sponsor of the Reception & Awards Presentation on the event schedule.• Branding as both an SEC and PRESTIGE sponsor on event signage, website and print materials.
Award - STC Canadian Sport Event of the Year	\$3,500	<ul style="list-style-type: none">• An on-stage speaking opportunity (2 minutes) during the Awards Presentation.• Branding in the PRESTIGE section of STC's website.• One complimentary registration to Sport Events Congress.• Two additional guest tickets for the PRESTIGE Awards Reception & Brunch.
Award - STC International Sport Event of the Year	\$3,500	<ul style="list-style-type: none">• An electronic copy of the SEC delegates' list following the event.• Branding on PRESTIGE print material distributed onsite.
Award - STC Sport Event Legacy of the Year	\$3,500	<ul style="list-style-type: none">• Mentions in media releases, communications and promo related to the PRESTIGE program and awards.
Award - STC Sport Tourism Rising Star of the Year	\$3,500	<ul style="list-style-type: none">• Minimum two pre-event tweets on @SportTourismCA and live tweeting during the event from @Events_STC to coincide with the onstage presentations.
Award - STC Sport Tourism Volunteer of the Year	\$3,500	<ul style="list-style-type: none">• Option to purchase a single booth space in Vendor Alley at a discounted rate of \$2000.
Award - STC Marquee Sport Event of the Year	\$3,500	<ul style="list-style-type: none">• Option to purchase up to two additional SEC registrations for a discounted rate of \$700 each.• 30-second no sound promo video.
Award - STC Sport Event Partnership of the Year	\$3,500	
Award - STC Sport Tourism Industry Champion	\$3,500	

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SPONSORSHIP OPPORTUNITIES

Vendor Alley, is all about fun and games! Vendor Alley features a range of exciting activities at the booths of event sponsors and exhibitors.

If you would also like to participate in Vendor Alley as a Sponsor, you can purchase a booth for only **\$2,000**. For non-sponsors, a booth in Vendor Alley is \$4,500.

**BECOME A SPONSOR
AT SEC25 OR IN VENDOR
ALLEY TODAY!**

Contact:

ALLYSON TONELLI

Sponsorship Chair

secsponsorship@sporttourismcanada.com



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