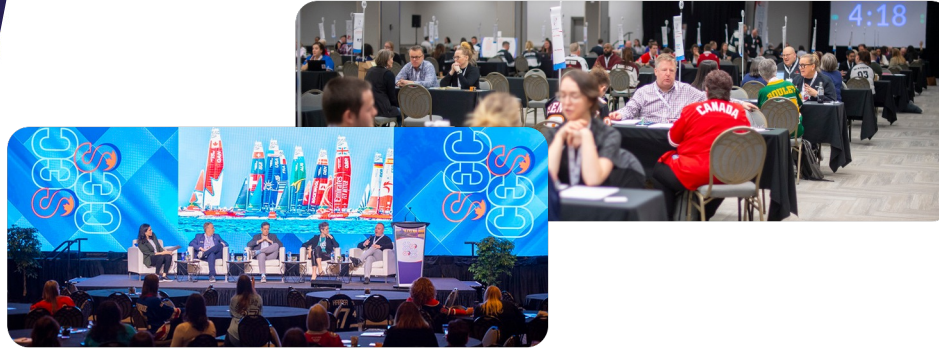


# SEC25

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](http://www.sporttourismcanada.com)



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## 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 STC 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.



### 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.



### 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.



### 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
<b>Opening Plenary Sponsor</b>	\$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, <b>speaking opportunities - 2 min remarks, 2 complimentary registrations</b>
<b>Plenary Sponsor x 2 opportunities</b>	\$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, <b>speaking opportunities - 2 min remarks, 2 complimentary registrations</b>
<b>Breakout Sponsor x 8 opportunities</b>	\$5,000	Logo on website, associated print, social media mention, 30-second promo video during breakout, image ad, <b>speaking opportunities - 2 min remarks, 1 complimentary registration</b>
<b>Sport Events Exchange Sponsor (3 days) x 1</b>	\$7,000	Logo on website, associated print, social media mention, 30-second promo video, image ad, <b>speaking opportunities - 2 min remarks 2 complimentary registrations</b>

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

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# SPONSORSHIP OPPORTUNITIES



## PRESTIGE AWARDS SPONSORS

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



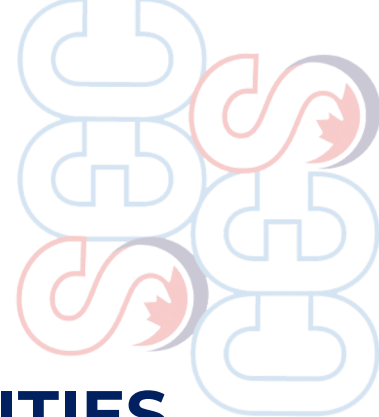
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## SPONSORSHIP OPPORTUNITIES

**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](mailto:secsponsorship@sporttourismcanada.com)

[www.sporttourismcanada.com](http://www.sporttourismcanada.com)

