

Canadian Badlands Tourism Development Conference
'ISN'T IT TIME . . . YOU TELL YOUR STORY!'

Sponsorship Opportunity

March 4 - 6, 2020

Travelodge Strathmore

Strathmore, AB



Sponsorship Contribution

This year we welcome our host, **Wheatland County**, to contribute as a Silver Sponsor for our 2020 Canadian Badlands Tourism Development conference. The Networking Cocktail Reception will be held in the County at the Rocking R Guest Ranch, as well as involvement from other local businesses and farms in the area.

Your involvement would include website, written and digital recognition, signage, a complimentary registration and participation in a sponsors VIP reception prior to the Gala.

Canadian Badlands Tourism Conference

With a vision to develop the Canadian Badlands as a major iconic tourism destination in Alberta, the 2020 Canadian Badlands Tourism Development Conference theme will be 'ISN'T IT TIME . . . YOU TELL YOUR STORY!'. Once again, it will provide the opportunity for stakeholders to learn about tourism initiatives, share information about programs, discover ways to enhance business and establish relationships with provincial and municipal representatives, business leaders, tourism representatives and others. The purpose of the conference is to further the understanding of the role of Canadian Badlands Tourism and to communicate the significant impact it provides to all those involved in the tourism and hospitality sectors in the region. The objective of the conference is to provide workshops and activities that will engage participants and provide practical tools to:

- Heighten Canadian Badlands brand identity with municipal leaders, tourism and hospitality operators.
- Create opportunities to partner with businesses and co-ordinate tourism package offerings.
- Identify new tourism products and enhance current offerings.
- Improve market-readiness among Canadian Badlands tourism operators.
- Encourage collaboration among communities in order to achieve our common goal of tourism development.

Silver Sponsorship Opportunity for \$5,000

- Logo and recognition on the CBT website;
- Logo on all conference materials including print and digital signage at the event;
- Invitation to attend sponsor VIP reception prior to Gala;
- A complimentary registration;
- Verbal recognition.

Complete conference details will be posted on <http://www.cblconference.com> as they are confirmed.