

SPONSORSHIP & PARTNERING INVITATION:

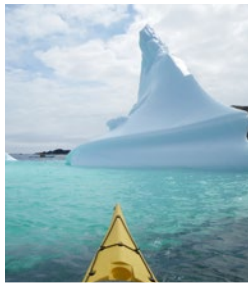
Canada Media Marketplace **2018**

San Francisco | presented by Destination Canada

April 9 – 11, 2018 | The Fairmont San Francisco



Canada



Canada's Media Marketplace (CMM) is Destination Canada's signature US event where Canada's top story tellers are partnered with the best media, influencers and content producers who target the US consumer. The goal is simple. Keep Canada on the A-List by earning high profile, premium content and shareable stories that has Canada in the headlines and top of mind for our US visitors. And with the success of Canada's 150th celebrations behind us, we are anticipating another iconic year for Canada!

We hear consistently from US media and influencers that CMM is a must attend Canadian event to learn all that is new, surprising and story worthy from coast to coast. In 2017 alone, 107 stories were published by notable US outlets as a result of attending CMM 2017 and meeting with storytellers from Canada's tourism industry.

We also hear from our destination partners and experience providers that you count on us to consistently raise the bar. This year, in addition to the most trusted and prolific US lifestyle and travel media along with new rising stars within the earned media landscape, we are adding content creators. By meeting destination partners and experience providers and learning your stories, these creators will amplify Canada's stories to inspire travel now. And we are working with Destination Canada's media brand partners to ensure their top creators are attending CMM, meeting partners and learning first-hand the experiences which will help us inspire untapped audiences.

Better than ever? We think so and you can continue to count on fast-paced, one-to-one meetings, impactful networking events and professional development during and leading up to CMM. We invite you to explore ways you can amplify your stories and relationships even more through sponsorship and partnering.

Connecting America Content Themes for 2018

✓ **Celebrate Canadian Icons**

Find a fresh angle on the people, geography, flavours, and cultures that Canada is famous for, while helping Learners discover aspects of the country that are known by locals, yet would surprise and impress travellers.

✓ **Make it a Challenge**

Tell stories that encourage US travellers to get up here and experience something that will challenge them physically, mentally and culturally.

✓ **Demonstrate our progressive nature**

share examples of our progressive ideas, cultures, and way of life. Tell them stories about who we are and how we live.

Event Sponsorship

This year, Destination Canada is investing in CMM's static, branded items (e.g. lanyards, binders) so that partners' resources may be put towards active storytelling, connecting with media and influencers with more impact and inspiring more meaningful relationships.

Sponsoring a CMM event is an excellent way to bring your very own iconic experiences and stories to life. We invite you to work with Destination Canada to create or co-create story-rich events. Our event management team will guide you every step along the way to ensure you achieve the best return on your investment.

Professional Development Session

US\$10,000 – Monday, April 9, 2018

9:30* a.m. – 4:00 p.m.

**Note: time has been allowed for PMOs to host regional breakfast updates*

If your target audience is Destination Canada's partners and experience providers, you have a captive audience during this session. It is one of the few times within the year where destination story tellers from coast to coast to coast gather in one room to learn from experts and each other. As a sponsor, you will have stage time and the opportunity to help inform our professional development content.

Benefits include:

- Opening remarks and ample stage presence as host or moderator
- Access to all networking functions
- Branded follow up report (prepared by sponsor) sent to partners following CMM
- Logo on the CMM website, signage and all promotional communications to partners and media
- Basic AV package to include a screen, projector, stage and podium mic*.

**Any enhancements to the inclusions listed would require approval by Destination Canada and all associated costs would be the responsibility of the partner.*



Welcome Reception

US\$25,000 – Monday evening, April 9, 2018

5:00 p.m. – 6:30 p.m.

Setting the tone for CMM every year, the Welcome Reception is the first opportunity for invited media and story tellers to connect while in San Francisco. Experience has taught us to curate an event that allows movement and networking with old friends, while encouraging new connections to kick off relationship building. These few hours always make for a fantastic first impression and set the stage for impactful connections in the days to come.

Benefits include:

- 1 additional registration for a non-appointment representative
- Exclusive event naming rights
- Priority appointment scheduling
- Presentation opportunity
- Logo on the CMM website, signage and all promotional communications to partners and media
- Opportunity to insert a branded item into the delegate bags at your own cost (as approved by Destination Canada). We encourage you to tell a story with your insert and think beyond a paper brochure.

As well, your Welcome Reception includes:

- Reception menu as approved by Destination Canada*
- Basic hotel table décor*
- Basic AV package to include a wireless mic, PA system and iPod connection*
- Presentation opportunity during reception.

**Any enhancements to the inclusions listed would require approval by Destination Canada and all associated costs would be the responsibility of the partner.*

CMM Marketplace Breakfast

US\$12,000 – Tuesday, April 10, 2018

8:00 a.m. – 9:00 a.m.

You have the stories and activations worth waking up for, and we have the brand spokespeople who partners and media won't want to miss. Destination Canada is pleased to work with you to ensure all CMM attendees start the day off in the best possible way - invigorated and inspired.

Benefits include:

- 1 additional registration for a non-appointment representative
- Presentation opportunity
- Exclusive event naming rights
- Priority appointment scheduling
- Logo on the CMM website, signage and all promotional communications to partners and media
- Opportunity to insert a branded item into the delegate bags at your own cost (as approved by Destination Canada). We encourage you to tell a story with your insert and think beyond a paper brochure.

As well, your *Marketplace Breakfast* sponsorship includes:

- Input into the breakfast buffet menu, as approved by Destination Canada*
- Basic hotel table decor*
- Basic AV package to include a screen, projector, stage and podium mic*.

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CMM Marketplace Lunch

US\$25,000 – Tuesday, April 10, 2018

12:30 p.m. – 2:00 p.m.

A perennial CMM favourite, all CMM attendees enjoy a three-course lunch and catch their breath while you take the stage. You will have a captive audience for 60 minutes and Destination Canada will happily work with you to deliver an inspiring program, sharing the stage with one of our media brand partners.

Benefits include:

- 1 additional registration for a non-appointment representative
- Exclusive event naming rights
- Priority appointment scheduling
- Presentation opportunity
- Logo on the CMM website, signage and all promotional communications to partners and media
- Opportunity to insert a branded item into the delegate bags at your own cost (as approved by Destination Canada). We encourage you to tell a story with your insert and think beyond a paper brochure.

As well, your *Marketplace Lunch* includes:

- Three-course plated lunch menu as approved by Destination Canada*
- Basic hotel table décor*
- Basic AV package to include a screen, projector, stage and podium mic*
- Presentation opportunity during reception.

**Any enhancements to the inclusions listed would require approval by Destination Canada and all associated costs would be the responsibility of the partner.*



CMM Media Only Reception

**US\$8,000 – Tuesday evening, April 10, 2018
5:45 – 6:30 p.m.**

With a gathering this large of media and content specialists, Destination Canada understands the value in facilitating networking opportunities with each other. While partners wrap up their tables and prepare for the finale reception, this is your chance to have these influential delegates all to yourself. By providing 45 minutes of downtime, in a relaxing space for unwinding, networking and connecting with your own stories, you will gain even deeper relationships.

Additional benefits:

- Exclusive event naming rights
- Priority appointment scheduling
- Presentation Opportunity
- Logo on the CMM website, signage and on all promotional communications to partners and media
- Opportunity to insert* a branded item into the delegate bags (as approved by Destination Canada) (same as above).

As well, your *Media Only Reception* sponsorship includes:

- Basic hotel table décor*
- Cocktails and light hors d'oeuvre menu as approved by Destination Canada*
- Basic AV package to include a wireless mic, PA system and iPod connection*
- And should you wish to create a special invitation to be delivered directly to media and content specialists, Destination Canada will ensure it is inserted into the appropriate appointment binders.

**Any enhancements to the inclusions listed would require approval by Destination Canada and all associated costs would be the responsibility of the partner.*

CMM Celebrating Canadian Icons Reception*

**US\$5,000 for up to 10 partners – Tuesday evening,
April 10, 2018**

Focusing on the success of Destination Canada's Team Canada approach, we invite our partners and experience providers to join with us in curating an evening that celebrates Canada's most notable people, geography, flavours and cultures. In addition to your initial buy-in, our expectation is you would invest in bringing your own iconic stories to life.

Many of Canada's best stories and experiences are tied to a sense of place, rich characters and our dynamic culture. Destination Canada will work with you in setting the right atmosphere to explore these stories further, while allowing for continued networking after a very busy day, and celebrating the important relationships which help keep Canada top of mind.

As well, your *Finale* sponsorship includes:

- The opportunity to add to the reception and beverage menu, as approved by Destination Canada*
- Basic hotel table décor*
- Ambient music to allow impactful conversations
- Logo on the CMM website, signage and on all promotional communications to partners and media.

**Any enhancements to the inclusions listed would require approval by Destination Canada and all associated costs would be the responsibility of the partner. Deadline for confirmation is January 30, 2018.*



To discuss or confirm your interest in any of the above opportunities please contact **Deirdre Campbell**,
250-800-1547 / 250-882-9199 or
sponsorship@canadamediamarket.com

Looking for even more profile opportunities?
She's always happy to brainstorm additional ways to build your presence at CMM 2018.