

# DISCOVER AMERICA

**We are so excited to be bringing back our signature event!**

## **13th Annual Discover America Day - Canada**

**When: September 15, 2022**

**Where: Arcadian Loft, 401 Bay St, Toronto**

## **Become a Sponsor and Meet Canada's Top Travel Media!**

- ✓ **Connect with over 30 leading Canadian travel writers, bloggers and radio hosts**
- ✓ **Promote your US destination or attraction**
- ✓ **Ten pre-arranged, one-on-one media meetings of 10-minutes each**
- ✓ **Additional networking opportunities - breakfast, breaks and lunch**
- ✓ **Get vital market intelligence from our lunchtime keynote speaker**



*"It's always wonderful for Canadian travel journalists to get to meet with folks representing great destinations. Discover America Day provides us with the perfect venue for learning about everything from the latest Chicago restaurants to the top spring holiday spots in Florida. It's a can't-miss date on all of our calendars."*

**Jim Byers,**  
**JimByersTravel.com: travel**  
**writing, photography**



***Don't miss this opportunity to highlight your brand to industry colleagues and Canadian media. Opportunities are limited so act quickly to avoid disappointment.***

## About Discover America Day – Canada

**Discover America Day – Canada (DADC)** is a half-day Media Marketplace followed by a Travel Industry Luncheon, and is the only marketplace held in Canada that focuses purely on inbound tourism to the USA.

Discover America Day – Canada will offer face-to-face 10 minute meetings with top Canadian media, as well as other generators of USA travel and consumer interest at a Media Marketplace. In addition, there will be an invitation-only luncheon of key travel industry executives.

### About Discover America Canada Committee

The Discover America Canada Committee is a volunteer organization sanctioned by the U.S. Travel Association whose focus is on expanding the travel/tourism market from Canada to the United States. Its 40 plus members represent a cross-section of hotels and attractions, airlines and marketing companies who conduct business into the United States or represent USA destinations.

### Discover America Day - Canada Schedule

<b>7:30 am to 9:00 am</b>	Set-up and Continental Breakfast for Exhibitors
<b>9:00 am to 12:15 pm</b>	Media Marketplace, which will allow you to get in touch with more than 30 Canadian travel writers, communicate your news for the year, and arrange press trips and/or promotions
<b>12:15 pm to 2:00 pm</b>	Networking Lunch with Canadian media and travel industry executives and a keynote speaker

### Sponsorship Opportunities At a Glance - All prices in CDN dollars

<b>Sponsor Benefit</b>	<b>Prime</b>	<b>Luncheon</b>	<b>Briefcase</b>	<b>Lanyard</b>	<b>Breakfast</b>	<b>Break</b>
Podium Recognition	✓	✓	✓	✓	✓	✓
e-newsletter Recognition	✓ Logo	✓ Logo	✓ Name	✓ Name	✓ Name	✓ Name
Collateral Material Distribution	✓	✓	✓	✓	✓	✓
*Recognition in on-site program	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo
*Recognition on invitations to media	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo
*Logo recognition on .ppt display	✓	✓				
Podium Time	Morning Media Marketplace and Lunch	Lunch Only				
Exhibit Table - Exhibitor info on page 4	✓	✓	25% discount	25% discount	10% discount	10% discount
<b>Cost</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,000 plus bags</b>	<b>\$1,000 plus lanyards</b>	<b>\$1.000</b>	<b>\$750</b>
<b>*placement size varies based on value of sponsorship</b>						

# Sponsorship Opportunities

## PRIME Sponsorship \$5,000

The Prime Sponsor is the primary sponsor for the Discover America Day – Canada event. Discover America Day - Canada co-brands the event in every possible way with the prime sponsor, the intention being to ensure all attendees are alert to the identity of the sponsor, their brand and their message. The Prime Sponsor will have two opportunities to speak to the audience; once to the exhibitors only in the morning and once to the entire audience at lunch.

## Luncheon Sponsorship \$3,000

Discover America Canada Committee and its U.S. Travel Association partners are organizing an exclusive luncheon for suppliers and media registrants, plus selected VIP travel trade leaders from the Toronto area. Expected attendance is 80. Discover America Day - Canada co-brands the luncheon with the Luncheon Sponsor, as well as with the Prime Sponsor, the intention being to ensure all attendees are alert to the identity of the sponsor, their brand and their message.

*“Discover America Day has been a fantastic way for travel writers to gather information on U.S. destinations. I found my meeting times were invaluable in making connections, creating story angles and getting the ball rolling in crafting pitches that would lead to writing assignments and trips to experience the best the U.S. has to offer”!*

**Josephine Matyas, Freelance Writer**  
<http://www.writerwithoutborders.com>  
<http://www.travelswithrigby.com>  
**Co-president, Travel Media Association of Canada**  
**Recipient of: CTC GoMedia Travel Writing Blogging Award 2014**

## Branded Bag Sponsorship \$1,000 Plus Sponsor Supplies Branded Totebags

Media delegates will be provided with a ripstop nylon-style (or equivalent) bag/briefcase, with appropriate logos, that will contain important event information, as well as specific logos (all or part of U.S. Travel Association, Discover America Canada, the Premier Sponsor and the Briefcase Sponsor). **The Briefcase Sponsor will be responsible for supplying an appropriate bag/briefcase (as mutually-agreed).** Bag/briefcase quantity is expected to be approximately 60.

## Lanyard Sponsorship \$1,000 Plus Sponsor Supplies Branded Lanyards

Media delegates will be provided with a name badge and lanyard. The Lanyard Sponsor will be responsible for supplying an appropriate lanyard (as mutually-agreed). Lanyard quantity is expected to be approximately 100-120.

## Breakfast Sponsorship \$1000

On the morning of the event, a ‘welcome continental breakfast service’ will be provided to the attending media guests. Expected attendance is to be in excess of 40 guests.

## Break Sponsorship \$750

Sponsor the mid-morning break station to allow media and registered suppliers, access to beverages and snacks. Attendance is expected to be in excess of 60 guests, of which more than half will be media.

**Discover America Day - Canada is the only media marketplace held in Canada that focuses purely on inbound tourism to the USA.**

Exhibitors are guaranteed face-to-face time with top Canadian journalists at a focused media marketplace equipped with efficiently scheduled appointments. Exhibitors will be offered up to ten 10-minute appointments at the request of attendees, with the remaining time free for you to make new contacts and explore new business opportunities.

Media representatives that have attended previous Discover America Day events have represented the **key** media outlets in Canada including:

Air Canada enRoute Magazine  
Baxter Travel Media  
BBC World TV's The Travel Show  
CAA Magazine (Totem/TC Media)  
Canadian Traveller Magazine  
Dreamscapes Travel & Lifestyle Magazine  
Pax Global Media Inc. (Paxnews.com, Paxnouvelles.com, QuickPresse.com, Pax magazine)  
Meetings & Incentive Travel Magazine  
The Chris Robinson Travel Show  
Toronto Star  
Toronto Sun  
Travel Industry Today Inc.  
Travelweek  
Zoomer

**MEET QUALITY TORONTO MEDIA ALL IN ONE MORNING!**

**Exhibit Booth**

**\$799 Members; \$999 Non-Members. Shared Booth/Appointments ADD \$250**

Includes continental breakfast, media marketplace table (maximum of two representatives) one luncheon ticket (additional tickets can be purchased) with one 6' table with table cloth and two chairs, scheduled appointments at the request of media attendees and post-show list (Name & Publication) of all media attendees. Large pop up banners are not allowed for exhibitors due to space restrictions but small table top banners are permitted.

**Prime and Luncheon sponsors receive an exhibit booth as part of their sponsorship. Other valued sponsors may book a discounted exhibit table as indicated in the bene its grid.**

# Discover America Day - Canada CONTRACT FOR SPONSOR PARTICIPATION

To confirm your participation, please complete this contract and email to admin@discoveramericacanada.org. Participation is on a first-come, first-served basis.

- Prime \$5,000 CDN
- Luncheon \$3,000 CDN
- Totebags \$1,000 CDN Plus Totebags
- Lanyard \$1,000 CDN Plus Lanyards
- Breakfast \$1000 CDN
- Break \$750 CDN

## Sponsors Exhibitor Opportunity

- Member \$799 CDN
- Non-Member \$999 CDN
- \*Shared Booth ADD \$250 CDN

**Exhibitor booth discounts will be applied as per sponsor level**

**\*\*All fees are plus 13% HST**

- Additional Luncheon Ticket \$75 CDN

\_\_\_\_\_ agrees to be the Above indicated Sponsor of Discover America Day – Canada. Upon execution of this Agreement, we agree to be bound to the payment terms above. This amount is non-refundable. The information contained in this agreement is CONFIDENTIAL and shall not be disclosed to any third party. We understand that as a Discover America Day - Canada sponsor, we MAY NOT organize or sponsor any other activities that conflict with the official Discover America Day – Canada program or another sponsor’s event. Violation of these rules may render our organization ineligible for the future participation in Discover America Day – Canada programs.

## SPONSOR AGREEMENT/CONTRACT

Name of Company	
2nd Company (if sharing booth)	
Contact Name	
Position/Title	
Address	
City	
State/Prov	
Zip/Postal	
Phone	
Email	
Attendee Name	
2nd Attendee Name	
Payment	accepted by Visa, MasterCard, or Cheque
Name on Card	
Card Number	
Expiry Date	
CVV #	
Signature	
Date	
Payment is required to confirm your sponsorship and/or booth. Payment may be made in the form of cheque, Visa or MasterCard. If paying by cheque an invoice will be generated upon receipt of your signed letter of agreement. If payment is not received by Discover America Canada Committee (DACC) according to this schedule, DACC has the right to terminate this Agreement.	

For Discover America Canada Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Please review the document carefully. This document will serve as the directive for the meetings and marketing department to fulfill your sponsorship and/or exhibit booth.