



site Canada

Connecting your brand with
incentive travel decision-makers

A focused collection of sponsorship opportunities.

The value of sponsorship

Sponsoring with SITE Canada isn't just about visibility, it's about building relationships that lead to business.

BUILD MEANINGFUL CONNECTIONS

- Establish long-term partnerships
- Strengthen brand loyalty and customer trust

SHOW UP AS A TRUSTED INDUSTRY PARTNER

- Interact with attendees in meaningful ways
- Speaking opportunities to share your expertise
- Showcase your products/services
- Powerful networking opportunities

GENERATE QUALIFIED LEADS

- Drive demand for your products and services
- Showcase your offerings to a targeted audience of incentive planners

GET YOUR BRAND IN FRONT OF THE RIGHT PEOPLE

- Stand out and tell your brand story effectively
- Increase brand visibility through unique, memorable experiences
- Go beyond logo placement

By sponsoring our events, you can leverage these benefits to maximize the impact of your sponsorship investment. Don't miss out on the opportunity to build relationships, generate leads, engage with your audience, and increase brand awareness with SITE Canada.

YOUR YEAR OF VISIBILITY STARTS HERE

2026 Event Calendar

Engage with our audience across multiple touchpoints throughout the year.

Mar 25	AGM & ICE Awards Dinner	Sept 21	Education Day
Apr 28	Earth Month Educational Event (Vancouver)	Nov	Education Tour - TBD
Jun 3	Summer Social	Dec 1	Holiday Social
Aug 10	Golf Tournament	2027	SITE Exchange

***Event venue and logistics will be available on the SITE Canada website approximately 2 months prior to the event date.**

SITE Canada Members and Event Attendees

site Canada

Aevias
Aviva Canada
Bennett Jones
BMO Private Wealth
Bond Brand Loyalty
Canaccord Genuity
Canada Life
Cascadia Motivation
Chriselle Management
Cogeco
Communiqué Incentives
Conference Direct
Conqueror Travel Club
Creative Group
daCunha Voyages
DCM Event Management
Dias Business Services Inc.
E.L. Productions Ltd.
e=mc2 events
Eventive Marketing Inc.
Eventus Inc.
Eventures
GMS Global Management

HPN Global
iA Wealth
IQ Business Events
ITM Events
Lorandus, A One10 Company
MCC Planners
MCI Group Canada
Meeting Encore
MEP & Associates
Metracon Travel Group Inc.
Moniker
Prestige Global Meeting Source

Road Ahead Meetings & Events
Rogers Communications
Scotiabank
Syngenta Canada
TD Wealth
Techne Events
TELUS
The Avadawn Agency
The Traveller Inc.
The Wynford Group
U.S. Bank | Elavon
Unique Vacations Inc Canada





SPONSORSHIP OPPORTUNITIES

MARCH 25

SITE Canada AGM & Awards

DINNER SPONSORSHIP \$4,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event

VENUE SPONSORSHIP \$3,000)

- Logo and hyperlink on event website page
- Logo and hyperlink on event email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registration for event

2025 ATTENDANCE: 35% PLANNERS, 65% SUPPLIERS

JUNE 03

Summer Social

ALL SUMMER SOCIAL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint presentation
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)

2025 EVENT ATTENDANCE INFORMATION: 31% PLANNERS, 69% SUPPLIERS

Summer Social

TITLE SPONSOR \$6,000 (LIMITED TO 1)

- 3 Minutes Podium Time at Event
- Ad in SITE Canada Newsletter
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 3 complimentary registrations for event

FOOD SPONSOR \$3,500 (LIMITED TO 2)

- 2 Caribbean-themed Dishes
- Feature article in SITE Canada Newsletter
- 2 complimentary registration for event

SIGNATURE ACTIVATION: PHOTO BOOTH \$2,500

- Branded photo experience with custom printouts, table promotion, and online gallery.
- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

BAR SPONSOR \$3,500 (LIMITED TO 2)

- 2 Minutes Podium Time at Event
- 100 Custom Drink Toppers
- Feature article in SITE Canada Newsletter
- 2 complimentary registrations for event

SIGNATURE ACT: JUNKANOO \$3,500

- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

EVENT LANYARD \$2,500

- Co-branded event lanyards featuring sponsor name
- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

SIGNATURE DECOR: \$3,000

- Logo & Recognition tag on each centre piece
- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

ADD ON FOR BAR &
FOOD SPONSORS:
BRANDED BAR FRONT
WITH YOUR LOGO \$600



Summer Social

SIGNATURE WELCOME ACTIVATION \$3,000

- 2 Bermuda-themed greeters for 1 hr
- 1 green wall for rose welcome drink (charged based on consumption)
- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

SIGNATURE POST-EVENT ACTIVATION \$1,000

- 100 branded postcards mailed post-event
- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

SIGNATURE TAKEAWAY \$1,000

- 100 Custom cookies
- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

SPRING

Spring Education Event

EDUCATION SPONSORSHIP \$3,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event

FOOD AND BEVERAGE SPONSORSHIP \$3,500

- 3 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 2 complimentary registrations for event

2025 ATTENDANCE: 30% PLANNERS, 70% SUPPLIERS

AUGUST 10 - PIPER'S HEATH GOLF CLUB, MILTON

Golf Tournament

ALL GOLF TOURNAMENT SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 4 Registrations for Golf Tournament for a reduced price of \$600

Ask us about the Returning Sponsor Pricing!

2025 EVENT ATTENDANCE INFORMATION: 50% PLANNERS, 50% SUPPLIERS

Golf Tournament

GOLF TOURNAMENT SPONSOR \$6,000

- 3 Minutes Podium Time at Event
- Ad in SITE Canada Newsletter
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 4 Complimentary Golf Registrations
- 4 Complimentary Registrations for Luncheon

LUNCH SPONSOR \$6,000

- 2 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 4 Complimentary Golf Registrations
- 4 Complimentary Registrations for Luncheon

BREAKFAST SPONSOR \$3,300

- 2 Minutes Podium Time at Lunch
- 1 complimentary registrations for luncheon

DRINK SPONSOR \$3,000

- 1 Minute Podium Time at Lunch
- Opportunity to interact with buyers & golfers
- 1 complimentary registration for luncheon

HOLE SPONSORS \$2,200

- Signage at hole/putting green
- Opportunity to interact with golfers
- 1 complimentary registration for luncheon

SPONSORSHIP OPPORTUNITIES

site Canada

SEPTEMBER 21 2026 - HYATT REGENCY HOTEL

Fall Education Event

COCKTAIL SPONSORSHIP \$3,000

- 2 Minutes Podium Time at Event
- Opportunity to show 1 minute video at Reception
- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 1 complimentary registration for event

KEYNOTE SPONSORSHIP \$2,500

- 1 Minute Podium Time at Event
- Opportunity to introduce Keynote Speaker
- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 1 complimentary registration for event

2025 ATTENDANCE: 30% PLANNERS, 70% SUPPLIERS

SEPTEMBER 21

Fall Education Day

LUNCH SPONSORSHIP \$3,000

- 2 Minutes Podium Time at Event
- Opportunity to show 1 minute video at Reception
- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)
- 1 complimentary registration for event

EDUCATION TRACK SPONSORSHIP \$1,500 (4 AVAILABLE)

- Opportunity to show 1 minute video prior to session
- Logo and hyperlink on event website page
- Logo and hyperlink on event email promotion
- Logo on event PowerPoint
- Registration List with emails (where permission granted)
- 1 complimentary registration for event

2024 EVENT ATTENDANCE INFORMATION: 35% PLANNERS, 65% SUPPLIERS

SPONSORSHIP OPPORTUNITIES

DECEMBER 01

Holiday Social

ALL HOLIDAY SOCIAL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Logo and hyperlink on event website page and email promotion
- Logo on event PowerPoint
- Pop up banner at event (supplied by Sponsor)
- Registration List with emails (where permission granted)

2025 EVENT ATTENDANCE INFORMATION: 40% PLANNERS, 60% SUPPLIERS



Holiday Social

TITLE SPONSOR \$6,000

- 3 Minutes Podium Time at Event
- Ad in SITE Canada Newsletter
- Feature article in SITE Canada Newsletter
- 1 Social Media Post featuring Sponsor
- 3 complimentary registrations for event

BAR SPONSOR \$3,500

- 2 Minutes Podium Time at Event
- Feature article in SITE Canada Newsletter
- 2 complimentary registrations for event

FOOD, LANYARD, OR ACTIVATION SPONSORS \$2,500

- Feature article in SITE Canada Newsletter
- 1 complimentary registration for event

DETAILS COMING SOON

SITE Canada 2027 Exchange

PROGRAM PARTICIPATION

MEMBERS: \$4,350 NON-MEMBERS: \$5045

- One-On-One Appointments with 25 Planners from Canada and USA
- Opportunities to network with Planners during Meals and Activities
- Opportunity to provide a Room Drop for 25 Planners
- Profile in Supplier List provided to Planners
- One Complimentary Registration for Event

DINNER SPONSOR (1 AVAILABLE)

- Includes Program Participation
- Three-minute podium time at the Dinner
- Roll a one-minute video at the Dinner
- One pop-up banner at the Dinner

BREAKFAST SPONSOR (2 AVAILABLE)

- Includes Program Participation
- Three-minute podium time at the Breakfast
- Roll a one-minute video at the Breakfast
- One pop-up banner at the Breakfast (supplied by sponsor)

***2026 EVENT ATTENDANCE INFORMATION: 50% PLANNERS, 50% SUPPLIERS**

SPONSORSHIP OPPORTUNITIES

site Canada

EXTEND YOUR REACH BEYOND EVENTS

Digital + Additional Opportunities

Stay visible year-round through digital and custom opportunities.

DIGITAL INCLUDES

- Newsletter features + ads
- Social media promotion
- Dedicated email campaigns
- Website spotlight

ADDITIONAL OPPORTUNITIES

- Gifting partnerships
- Raffle & auction contributions
- Custom sponsorship packages

GET IN TOUCH FOR MORE DETAILS!

Let's work together!

Let's build the right sponsorship for you

Whether your goal is visibility, lead generation, or relationship building, we'll help you create a sponsorship that delivers real value.

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