

KINGSTON

PARTNER WITH US

Showcase Kingston to Canada's top travel media

In June 2027, Kingston's waterfront, historic streets, and vibrant cultural venues will become the stage for more than 100 of Canada's most influential travel writers, editors, content creators, and influencers — creating national exposure for the people, products, and experiences that make our region unique.

Over 10 days of curated experiences, delegates will explore Kingston and Southeastern Ontario, producing compelling stories and social content to inspire audiences nationwide.

WHY PARTNER?

Partnering with Tourism Kingston connects your business directly with Canada's top travel media and offers the opportunity to:

- // Showcase your venue, product, or service through hosted events and experiences
- // Gain lasting earned media coverage in national travel stories
- // Build relationships with influential content creators, journalists, and industry leaders
- // Support Kingston's visitor economy and tourism growth

authentic



Partnership opportunities

We're seeking partners to deliver an unforgettable Kingston experience through financial sponsorship or in-kind contributions such as products, services, and venue space.

PARTNERSHIP LEVELS

tier 1

Presenting partner

\$10,000+

Take centre stage as the host of a major conference event.

Includes:

- // Branding as the host of a marquee event (e.g., Opening night dinner, Awards gala)
- // Opportunity to welcome delegates at your event
- // Logo placement on relevant materials and website
- // Access to networking with delegates during your hosted experience

tier 2

Signature experience partner

\$5,000–\$9,999

Showcase your business through a high-profile Kingston experience.

Includes:

- // Branding as the host of a key reception, dine-around, or flagship tour
- // Opportunity to attend and connect with delegates during your hosted event
- // Logo placement on relevant materials and website
- // Dedicated photo/video capture of the partner's hosted moment, delivered as a finished package (not just used on TK channels) - this alone justifies \$500-1500 in spend
- // Newsletter placement (trade or consumer) tied to their tier
- // Social media mention during the conference - update this line to "A dedicated feature post or Story series of your hosted experience on Visit Kingston Instagram and Facebook."
- // A short "insider reel" (60-90 seconds) profiling the partner's venue/product/team, shot during the conference for their own use post-event - also shared on TK's channels
- // Prominent inclusion on our "What to do in Kingston during TMAC" blog

tier 3

Feature experience partner

\$2,500–\$4,999

Highlight your unique offering through an intimate, curated experience.

Includes:

- // Branding at a half-day tour, specialty workshop, or creative experience
- // Inclusion on our "What to do in Kingston during TMAC" blog
- // A short "insider reel" (60-90 seconds) profiling the partner's venue/product/team, shot during the conference for their own use post-event - also shared on TK's channels
- // Newsletter placement (trade or consumer) tied to their tier
- // Inclusion on our "What to do in Kingston during TMAC" blog

tier 4

Supporting partner

\$500–\$2,499

Be part of the conference welcome and delegate experience.

Includes:

- // Product placement in delegate welcome bags or media gifting suite (provided in-kind)
- // Inclusion in pre- and post-event sponsor thank-you posts



SAMPLE EXPERIENCES BY TIER

Opportunities are assigned based on predetermined budgets. Exact costs available on request.

tier 1

PRESENTING PARTNER

Opening night dinner at Kingston Penitentiary or Awards gala at Isabel Bader Centre for the Performing Arts

tier 2

SIGNATURE EXPERIENCE PARTNER

Kingston 1000 Islands Cruise welcome reception or dine-around program

tier 3

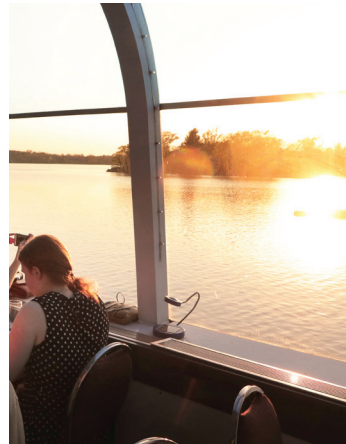
FEATURE EXPERIENCE PARTNER

Museum tour, or culinary tour, or on-the-water excursion

tier 4

SUPPORTING PARTNER

Local product inclusion in welcome bags, or branded gift items, or delegate treats



WHAT YOU'LL RECEIVE

All sponsors enjoy

- // Prominent recognition in pre-event marketing, delegate materials, and at sponsored activities
- // Verbal acknowledgement during your sponsored event(s)
- // Inclusion in Visit Kingston social and web content promoting the conference
- // Opportunities to attend and network with media delegates
- // Post-event media impact report highlighting coverage and audience reach

Event snapshot

- // Four days of Kingston conference programming and experiences
- // Six+ days of pre/post conference Southeastern Ontario media tours
- // 100+ accredited travel media delegates with nationwide audience reach
- // 50+ anticipated published articles in the months and years after the conference + extensive real-time social coverage

KINGSTON IS A YOUTHFUL, VIBRANT CITY THAT NEVER STOPS SURPRISING.

Please contact:

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