

23RD ANNUAL AMERICAN INDIAN TOURISM CONFERENCE

OCTOBER 25-28, 2021

WE-KO-PA CASINO RESORT / FORT MCDOWELL, AZ

Reimagine, Re-emerge, Reunite
Stronger Together in Indian Country



SPONSOR PROSPECTUS

For complete pricing, specs and deadlines, contact Sherrie L. Bowman, Education Support Specialist at sbowman@aianta.org or 505.209.2479



AIANTA
American Indian Alaska Native
Tourism Association



www.aianta.org/aitc #StrongerTogether #AITC2021

About the American Indian Tourism Conference

Now entering its 23rd year, the Annual American Indian Tourism Conference (AITC) is the only national conference dedicated to growing tourism in America's indigenous communities.

Every year the conference attracts more than 300 attendees, who attend for the networking opportunities, the high-level keynote sessions and the informative breakout sessions led by some of the leading hospitality industry experts. At our first-ever virtual conference we had 800 registrants.

The American Visitor Industry

The tourism industry is critical to the American economy. In total, the industry represents nearly 3 percent of the entire national Gross Domestic Product and supports some 8 million American jobs. With the distinctive cultural, heritage, culinary and agritourism offerings available throughout America's indigenous lands, tourism provides strong economic benefits for these communities. Additionally, Native American, Alaska Native and Native Hawaiian enterprises provide numerous contributions to local, regional, state and federal tax bases, making the development of tourism in these areas a win-win situation.

Compelling Conversations & Best-in-Class Education

The American Indian Tourism Conference paves the way for tribal inclusion within the larger tourism infrastructure, while also guiding the compelling conversations that are unique to indigenous communities. How to inform travelers that there is no singular Native American experience? How to remind visitors that each Native American community is a sovereign nation? How to present an indigenous cultural experience in a way that encourages appreciation and not appropriation?

Sponsors of the American Indian Tourism Conference help AIANTA lead these critical discussions, while also providing the framework tribes and indigenous communities need to develop, introduce, grow and sustain cultural tourism.

About AITC 2021

The 23rd Annual American Indian Tourism Conference is scheduled for October 25-28, 2021 in Fort McDowell (Scottsdale), Arizona and is co-hosted by the Fort McDowell Yavapai Nation. For more information, visit www.aianta.org/aitc.

22 percent of AITC attendees identify as cultural heritage professionals.

An additional **21 percent** identify as Native-owned businesses.

13 percent of attendees are representatives from federal agencies.

The American Indian Tourism Conference is the only national conference dedicated to growing tourism in America's indigenous communities.

“ I cannot tell you how nice it was to be able to participate in [AITC]. It really opened new horizons for us here at the Tribe. ”

— Gay Saunders, Planning & Development Director, Ute Indian Tribe



Presenting Sponsor

(1 available)

From \$50,000

- Listed in all AITC marketing materials and communications as Presenting Sponsor

- Excellence in Tourism Industry Awards Gala and Silent Auction
- Listed in all Excellence in Tourism Industry Awards Gala and Silent Auction marketing materials
- Listed as event sponsor in press release announcement of industry award winners

Platinum Sponsor

(1 available)

From \$25,000

Amber Sponsor

(2 available)

From \$15,000

- Heart Speaks Closing Session or Audio-Visual Sponsor
- Full screen logo display during the Heart Speaks Closing Session

Gold Sponsor Opportunities

(4 available)

From \$10,000

- AITC Keynote Luncheons (Tuesday, Wednesday, Thursday)
- AITC Welcome Breakfast (Tuesday)

Silver Sponsor Opportunities

(6 available)

From \$7,500

- Hotel Room Key Card Sponsor
- AIANTA Lounge Sponsor
- AITC Name Badge Sponsor
- Entertainment Sponsor
- Selfie Station Sponsor (promotional backdrop to be provided by sponsor)
- Charging Station Sponsor

- Continental Breakfast (Wednesday, Thursday)
- Mid-morning Coffee Break in Exhibit Hall (Tuesday, Wednesday, Thursday)
- Afternoon Snack & Chat Break (Tuesday, Wednesday, Thursday)
- Keynote & Speaker Gifts

Bronze Sponsor Opportunities

(9 available)

From \$5,000

Sponsorship Level Benefits

Benefit Category	Benefit	Presenting Sponsor (\$50,000+)	Platinum Sponsor (\$25,000+)	Amber Sponsor (\$15,000+)	Gold Sponsor (\$10,000+)	Silver Sponsor (\$7,500+)	Bronze Sponsor (\$5,000+)
Complimentary Conference Registration	Number of full-access conference badges	10	5	4	3	2	1
Reserved Seating	Number of reserved tables at all AITC plenary sessions (All seated guests must be registered attendees)	2	1	1	1	1	1
Seating at AITC VIP Table	Seating at AIANTA VIP table during one plenary session (Session date will be determined by AIANTA)	1	1				
VIP Breakfast	Attendance at an exclusive VIP breakfast (or happy hour in hospitality suite)	4	2	2	2	1	1
Exhibit Booths	Complimentary exhibit booth spaces	2	1	1	1	1	1
Conference Signage	Logo displayed on signage recognizing all sponsors and displayed at all plenary and breakout sessions Logos on screen in all plenary sessions	•	•	•	•	•	•
	Logo and company name displayed under "Sponsored by" on conference signage at one plenary session and/or sponsored luncheon	•	•	•	•		
	Printed signage with logo and company name displayed under "Sponsored by" on conference signage at one breakfast/snack session or other sponsor opportunity					•	•
	Pull-up banner display at one plenary session (Banner must be provided by sponsor)	•	•	•	•		
Conference Presentation	Five-minute welcome speech at one plenary conference session	•	•				
	PowerPoint or video presentation 20 minutes prior to one plenary conference session	•					
Promotional Material	Opportunity to place one piece of marketing material or collateral in AITC conference bag (Material must be provided by the sponsor)	•	•	•	•	•	•
Conference Program	Advertising in AITC conference program (Sponsor must provide fully designed, digital ad)	Full-page ad, back cover	Full-page ad	½ page ad	½ page ad	½ page ad	¼ page ad
	Logo on conference program cover	•					
	Logo on sponsor page in conference program	•	•	•	•	•	•
Conference App	Logo & link on AITC conference app	•	•	•	•	•	•
	Push notifications via AITC conference app	2 per day	1 per day	1 per day	3 per week of conference	2 per week of conference	1 per week of conference
	Rotating 300x250 ad on conference app	•	•	•	•		
	Static logo on conference app	•	•	•	•	•	•
Pre-Conference Marketing	Logo and link on all pages at AIANTA.org	•					
	Logo and link on AITC home page at AIANTA.org	•	•	•	•	•	•
	Logo and link on AITC e-mail communications and promotions	•	•	•	•	•	•
	Recognition announcements on AIANTA social media platforms	•	•	•	•	•	•
AIANTA Membership	Presenting sponsor receives a complimentary Corporate Membership. All others receive a Tribal/ Tribal Business Membership	1	1	1	1	1	1



Additional Sponsor Opportunities

Business of Art Seminar Sponsorship

From \$5,000

- Includes one AITC registration
- A complimentary artist booth will be provided (courtesy of sponsor)
- Name & Logo appear on all Business of Art flier and promotional material
- Name listed on sponsor page in AITC program
- Name listed on AIANTA.org
- Logo on AITC conference app

Tribal Team Sponsorship

From \$3,500

- Includes three AITC registrations (all attendees must be from the same Tribe or organization)
- Includes one annual tribal/business AIANTA membership
- Name listed on sponsor page in AITC program
- Name listed on AIANTA.org
- Logo on AITC conference app

Emerging Leaders Sponsorship

From \$2,000

- Includes one AITC registration
- A second registration will be provided (courtesy of sponsor) for attendance to AITC by a tourism or hospitality student
- Name listed on sponsor page in AITC program
- Name listed on AIANTA.org
- Logo on AITC conference app

Friends of AIANTA Sponsorship

From \$1,500

- Name listed on sponsor page in AITC program
- Name listed on AIANTA.org
- Logo on AITC conference app
- One-day conference registration

“ This is an exceptional program that offer opportunities for Native American Tribes that own and/or operate businesses. Attending the conference enhances my knowledge and provides pride. ”

— Bonnie Sprague, General Manager, Soaring Eagle Waterpark and Hotel



Conference Sponsor Add-on Packages

AITC Press Room Sponsorship (one available)

From \$10,000

Only available to Friends of AIANTA Sponsors or higher.

- Bi-weekly “round-up-style” press release emails featuring Indian Country tourism news are distributed to all AITC attendees, the entire AIANTA database, local media, national travel media and other interested parties
- These press releases announcements are also archived online at www.ainta.org/aitc
- The AITC Press Room Sponsor will have prominent exposure on the pressroom page, including a logo at the top of the page, a small “About Sponsor” boilerplate with a link at the bottom of the page, and the inclusion of up to five announcements in press release distributions
- The AITC Press Room Sponsor will also be featured with a logo, link, and short boilerplate announcement on all electronic press release distribution

AITC Mobile App Sponsorship (one available)

From \$7,500

- AITC Mobile App Sponsor logo will appear on mobile app splash screen every time attendees open the app (more than 600 downloads and 20,000 sponsor impressions during the 2020 AITC)
- Additional banner ads and push notifications (in addition to those available to Presenting, Platinum, Gold, Silver and Bronze level benefits)

AITC Mobile Workshop Sponsorship

From \$5,000+

- Tribal destinations located in or near Arizona should contact AIANTA for more information on sponsoring or co-sponsoring a pre-conference Mobile Workshop

Excellence in Tourism Industry Awards Table Sponsorship

(AIANTA’s 2021 Excellence in Tourism Industry Awards Gala & Silent Auction)

Turquoise and Denim Theme

From \$1,200

- All registered AITC attendees will receive one complimentary admission to the Excellence in Tourism Industry Awards Gala and Silent Auction
- Additional tickets are available for \$150 per person. (AITC registration is not required)
- Organizations interested in sponsoring a table may do so for \$1,200 (8 tickets included)

“ I attended [last year’s AITC] and it was the best economic development conference I have been to. I gained a great deal and it was life-changing.

— LeAnn Littlewolf, American Indian Community Housing Organization



Exhibitor/Artisan information

Exhibit Booth Fee(s)

	Member	Non-Member
Early (July 13 – September 14)	\$800	\$1,000
Standard (September 15 – October 4)	\$950	\$1,150
Late (Starts October 5)	\$1,150	\$1,250

Artisan Booth Fee(s)

	Member	Non-Member
Early (July 13 – September 14)	\$300	\$400
Standard (September 15 – October 4)	\$350	\$500
Late (Starts October 5)	\$400	\$600

Add \$100 to be included on Aianta's Shop Native page (www.aianta.org/shop-native) during the holiday season. (Exclusive to AITC artisans.)

Exhibit Hall Schedule

Move-In	Monday (October 25)	1:00 p.m. – 5:00 p.m.
Show Hours	Tuesday (October 26)	7:30 a.m. – 5:00 p.m.
	Wednesday (October 27)	7:30 a.m. – 5:00 p.m.
	Thursday (October 28)	7:30 a.m. – 5:00 p.m.
Move-Out	Thursday (October 28)	5:00 p.m. – 10:00 p.m.

Exhibitor Booth Package

- Two "EXHIBITOR" wristbands
- One table, two chairs and one wastebasket
 - Pipe and drape, and booth ID sign
- Access to snacks provided in the exhibit hall
 - Complimentary Wi-Fi

Artisan Booth Package

- Two "ARTISAN" wristbands
- One table with two chairs and one wastebasket
 - Booth ID sign
- Access to snacks provided in the exhibit hall
 - Complimentary Wi-Fi

“ AITC is a great opportunity to stay abreast of the trends regarding Native American Tourism and it also allows for networking, partnership opportunities and skill set building. ”

— Natasha Willis, Director of Special Projects, Mississippi Band of Choctaw Indians



Advertising & Promotional Opportunities

Conference Program Advertising

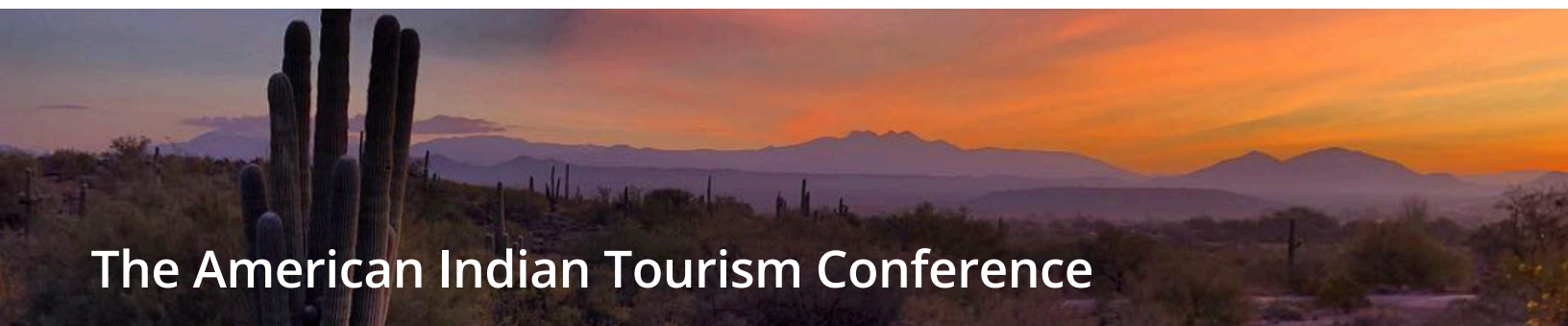
- Full Page (8" wide x 10.5" high) \$750
- Half Page (8" wide x 5" high) \$400
- Quarter Page (3.75" wide x 5" high) \$250
- Deadline: September 24, 2021

AITC Conference App Advertising

- Static Logo Banner \$300
- Push Notification (each message) \$150

Ad Specs

- Resolution: 300 dpi minimum
- File Type: PDF, PSD, EPS
- Send to: sbowman@aianta.org



The American Indian Tourism Conference

Conference Registrations & Fees

	Early (Prior to Sept. 15)	Standard (Sept. 15-Oct. 4)	Late/On-Site (Oct. 5++)
Member	\$525	\$625	\$725
Non-Member	\$675	\$775	\$875
Student/Senior (62+)	\$325	\$425	\$525
One Day	\$400	\$500	\$500
Speaker (One-Day)	Comp	Comp	Comp
Speaker (Full Conference)	\$450	\$450	\$450
Mobile Workshops	\$75	\$75	\$75

Showcase Your Tourism Expertise

AIANTA is seeking expert speakers to lead the breakout sessions at the 23rd Annual American Indian Tourism Conference. Showcase your expertise in front of more than 300 tourism professionals, including tribal tourism professionals, tribal leaders, Native American entrepreneurs, federal employees and much more. **Download our Call for Speakers Form (www.aianta.org/aitc) now to be considered for this year's conference.**

AITC Schedule at Glance

Sunday, October 24, 2021

Registration: 11:00 a.m.
Shotgun Start: 12:30 p.m.

Golf Tournament

Monday, October 25, 2021

Mobile Workshop 1
8:00 a.m. – 5:00 p.m.

Visit Verde Valley / Montezuma Castle

Visitors will be transported on a scenic route to the Verde Valley to learn about the Yavapai history and the three bands of Yavapai tribes. Tour the site of the creation story of the Yavapai people at Montezuma Well and visit Montezuma Castle, one of the best-preserved cliff dwellings in America.

Mobile Workshop 2
8:00 a.m. – 5:00 p.m.

Fort McDowell Experience

Visitors will be transported to various Fort McDowell enterprises and learn how the Yavapai Nation has incorporated their cultural and natural resources into their visitor infrastructure.

1:00 pm – 4:00 p.m.

Business of Art Workshop

6:00 p.m. – 7:30 p.m.

Opening Reception: WKP Sports Entertainment
Hosted and sponsored by Fort McDowell Yavapai Nation

Tuesday, October 26, 2021

7:00 a.m. – 5:00 p.m.

Conference Check-In

7:00 a.m. – 5:30 p.m.

Aianta Lounge Open

8:00 a.m. – 10:00 am

Opening Ceremonies—Plenary Session
Welcome by Aianta Board President Emerson Vallo and CEO Sherry L. Rupert

10:00 a.m. – 10:30 am

Coffee Break with Exhibitors
Artisan Demonstration

10:30 a.m. – Noon
Breakout Sessions

Breakout Session A1

Breakout Session A2

Breakout Session A3

12:15 p.m. – 1:30 p.m.

Luncheon with General Session
President and CEO Reports

1:30 p.m. – 3:15 p.m.

Town Hall Information-Gathering Session

3:15 p.m. – 3:45 p.m.

Snack & Chat with Exhibitors

3:45 p.m. – 5:00 p.m.
Regional Meetings

Regional Meetings - All encouraged to participate
Learn what is new and how to partner and grow tourism in your region
Alaska • Eastern Region • Midwest Region • Pacific Region • Plains Region • Southwest Region

Wednesday, October 27, 2021

7:30 a.m. – 9:00 a.m.	Networking Continental Breakfast in Exhibit Hall		
7:00 a.m. – 5:00 p.m.	Conference Check-In		
7:00 a.m. – 5:30 p.m.	AIANTA Lounge Open		
9:00 a.m. – 10:00 a.m.	Plenary Session		
10:00 a.m. – 10:30 a.m.	Coffee Break with Exhibitors		
10:30 a.m. – Noon Breakout Sessions	Breakout Session B1	Breakout Session B2	Breakout Session B3
Noon – 1:45 p.m.	Preview Luncheon with General Session		
2:00 p.m. – 3:15 p.m. Breakout Sessions	Breakout Session B4	Breakout Session B5	Breakout Session B6
3:15 p.m. – 3:45 p.m.	Snack & Chat with Exhibitors		
3:45 p.m. – 5:00 p.m. Breakout Sessions	Breakout Session B7	Breakout Session B8	Breakout Session B9

Thursday, October 28, 2021

8:00 a.m. – 12:00 p.m.	Conference Check-In		
8:00 a.m. – 1:45 p.m.	AIANTA Lounge Open		
7:30 a.m. – 8:45 a.m.	Networking Continental Breakfast in Exhibit Hall		
8:45 a.m. – 10:15 a.m. Breakout Sessions	Breakout Session C1	Breakout Session C2	Breakout Session C3
10:15 a.m. – 10:45 a.m.	Coffee Break with Exhibitors		
10:45 a.m. – 12:15 p.m. Breakout Sessions	Breakout Session C4	Breakout Session C5	Breakout Session C6
12:15 p.m. – 2:00 p.m.	Luncheon with General Session		
2:00 p.m. – 3:15 p.m. Breakout Sessions	Breakout Session C7	Breakout Session C8	Breakout Session C9
3:15 p.m. – 3:45 p.m.	Snack & Chat with Exhibitors		
4:00 p.m. – 5:00 p.m.	The Heart Speaks Closing remarks and drawing (must be present to win) Retirement of colors		
7:00 p.m. – 10:00 p.m.	Excellence in Tourism Industry Awards Gala & Silent Auction La Puesta del Sol		



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2021 AIANTA CHARITY GOLF TOURNAMENT



2021 Top-50 Casino Courses in
the Country—*Golfweek**

*Highest Ranked Tribally Owned Golf
Operation on the List

SUNDAY, OCTOBER 24TH, 2021

WE-KO-PA GOLF CLUB

FOUR PLAYER SCRAMBLE

11:00AM REGISTRATION

12:30PM SHOTGUN

AWARDS FOLLOWING PLAY

\$125 PER PLAYER, \$500 PER FOURSOME

For tournament and sponsorship information/rates,
contact Eric Dettman, PGA
edettman@wekopa.com

Phone 480.789.8703 | Fax 480.836.9001

INCLUDES TEE GIFT, GOLF CART, AND LUNCH
PRIZES AWARDED FOR 1ST, 2ND, & 3RD PLACE TEAMS

CLOSEST TO THE PIN—MENS & LADIES

LONGEST DRIVE—MENS & LADIES

To Register Online, Please Visit
<https://wekopa.com/2021-aianta-golf/>

*The 2021 AIANTA Charity Golf Tournament is organized by We-Ko-Pa Golf Club. Proceeds go to support AIANTA programming. AIANTA is a 501(c)(3) non-profit, tax-exempt organization.



AIANTA

American Indian Alaska Native
Tourism Association

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PO Box 70413

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For Information on Sponsorships:

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To process payments:

Ariel Richardson

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arichardson@aianta.org



NativeAmerica.travel connects travelers to indigenous destinations and experiences throughout the country. One of the fastest-growing segments of the travel industry, cultural heritage tourism is booming, resulting in an appetite for authentic, local experiences. Shine the light on your vibrant indigenous heritage, culture, history and agritourism experiences. Sharing your story is as easy as creating a listing. www.NativeAmerica.travel



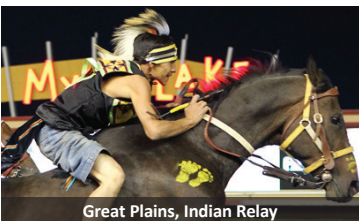
NATIVEAMERICA
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Alaska Native Heritage Center



Cachini Dancers of Zuni Pueblo



Great Plains, Indian Relay



Southeast Arts and Crafts



Spirit of Aloha