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

www.aianta.org/aitc #StrongerTogether #AITC2021
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 agri-tourism 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](http://www.aianta.org/aitc).

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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
• 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

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

Gold Sponsor Opportunities
(4 available)
From $10,000

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

Bronze Sponsor Opportunities
(9 available)
From $5,000

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

Presenting Sponsor
(1 available)
From $50,000

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

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

Silver Sponsor
Opportunities
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From $7,500

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• Entertainment Sponsor
• Selfie Station Sponsor (promotional backdrop to be provided by sponsor)
• Charging Station Sponsor

Gold Sponsor Opportunities
(4 available)
From $10,000

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

Ad Specs

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

The American Indian Tourism Conference

Conference Registrations & Fees

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

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.
## Sunday, October 24, 2021

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>11:00 a.m.</td>
</tr>
<tr>
<td>Shotgun Start</td>
<td>12:30 p.m.</td>
</tr>
<tr>
<td>Golf Tournament</td>
<td></td>
</tr>
</tbody>
</table>

## Monday, October 25, 2021

<table>
<thead>
<tr>
<th>Workshop 1</th>
<th>Time</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Verde Valley / Montezuma Castle</td>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>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.</td>
</tr>
<tr>
<td>Mobile Workshop 2</td>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>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.</td>
</tr>
<tr>
<td>Business of Art Workshop</td>
<td>1:00 pm – 4:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Opening Reception: WKP Sports Entertainment</td>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>Hosted and sponsored by Fort McDowell Yavapai Nation</td>
</tr>
</tbody>
</table>

## Tuesday, October 26, 2021

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Check-In</td>
<td>7:00 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>AIANTA Lounge Open</td>
<td>7:00 a.m. – 5:30 p.m.</td>
</tr>
<tr>
<td>Opening Ceremonies—Plenary Session</td>
<td>8:00 a.m. – 10:00 am</td>
</tr>
<tr>
<td>Coffee Break with Exhibitors</td>
<td>10:00 a.m. – 10:30 am</td>
</tr>
<tr>
<td>Breakout Session A1</td>
<td>10:30 a.m. – Noon</td>
</tr>
<tr>
<td>Breakout Session A2</td>
<td></td>
</tr>
<tr>
<td>Breakout Session A3</td>
<td></td>
</tr>
<tr>
<td>Luncheon with General Session</td>
<td>12:15 p.m. – 1:30 p.m.</td>
</tr>
<tr>
<td>Town Hall Information-Gathering Session</td>
<td>1:30 p.m. – 3:15 p.m.</td>
</tr>
<tr>
<td>Snack &amp; Chat with Exhibitors</td>
<td>3:15 p.m. – 3:45 p.m.</td>
</tr>
<tr>
<td>Regional Meetings</td>
<td>3:45 p.m. – 5:00 p.m.</td>
</tr>
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</table>
### Wednesday, October 27, 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 9:00 a.m.</td>
<td>Networking Continental Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Conference Check-In</td>
</tr>
<tr>
<td>7:00 a.m. – 5:30 p.m.</td>
<td>AIANTA Lounge Open</td>
</tr>
<tr>
<td>9:00 a.m. – 10:00 a.m.</td>
<td>Plenary Session</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Coffee Break with Exhibitors</td>
</tr>
</tbody>
</table>
| 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 12:00 p.m.</td>
<td>Conference Check-In</td>
</tr>
<tr>
<td>8:00 a.m. – 1:45 p.m.</td>
<td>AIANTA Lounge Open</td>
</tr>
<tr>
<td>7:30 a.m. – 8:45 a.m.</td>
<td>Networking Continental Breakfast in Exhibit Hall</td>
</tr>
</tbody>
</table>
| 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                                                    |
2021 AIANTA CHARITY GOLF TOURNAMENT

2021 Top-50 Casino Courses in the Country—Golfweek*
*Highest Ranked Tribally Owned Golf Operation on the List

For tournament and sponsorship information/rates, contact Eric Dettman, PGA
edettman@wekopa.com
Phone 480.789.8703 | Fax 480.836.9001

To Register Online, Please Visit https://wekopa.com/2021-ainta-golf/

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

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

*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.
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