

# 24TH ANNUAL AMERICAN INDIAN TOURISM CONFERENCE

OCTOBER 24 - 27, 2022

HARRAH'S RESORT SOUTHERN CALIFORNIA / FUNNER, CA

**Rising Together for the Journey Ahead**



## SPONSOR PROSPECTUS

For complete pricing, specs and deadlines, contact Sherrie L. Bowman, Education Support Specialist  
at [sbowman@aianta.org](mailto:sbowman@aianta.org) or 505.209.2479



**AIANTA**  
American Indian Alaska Native  
Tourism Association

**Harrah's**  
RESORT  
SOUTHERN CALIFORNIA  
OWNED BY THE RINCON TRIBE



**RINCON**  
T R I B E

[www.aianta.org/aitc](http://www.aianta.org/aitc) #RisingTogether #AITC2022



## About the American Indian Tourism Conference

Now entering its 24th 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.

### 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.

### Native Tourism Industry

One in four of all American Indian Alaska Native and Native Hawaiian (AIANNH)-owned businesses are in the hospitality sector, accounting for more than 40,000 businesses. These hospitality businesses employ more than 110,000 Native and non-Native employees and generate more than \$14 billion in annual sales.

What's more, AIANNH hospitality businesses significantly outperform their non-hospitality counterparts in annual sales and number of employees.

The American Indian Tourism Conference paves the way for tribal inclusion within the larger tourism infrastructure, while also guiding the conversations that help indigenous communities find their own success in the hospitality industry.

### Sponsor AITC

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 2022

The 24th Annual American Indian Tourism Conference is scheduled for October 24-27, 2022 at Harrah's Resort Southern California, in partnership with the Rincon Band of Luiseño Indians. For more information, visit [www.ainta.org/aitc](http://www.ainta.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

### **Platinum Sponsor**

(1 available)

From \$25,000

- Excellence in Tourism Industry Awards Gala and Silent Auction Sponsor
- 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

### **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**

(4 available)

From \$10,000

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

### **Silver Sponsor**

(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 Sponsorship 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 fliers and promotional materials
- 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](http://www.aianta.org/aitc)
- The AITC Press Room Sponsor will have prominent exposure on the press room 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, Amber, Gold, Silver and Bronze level benefits)

### **AITC Mobile Workshop Sponsorship**

From \$5,000+

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

### **Excellence in Tourism Industry Awards Table Sponsorship**

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)

Early (Mar. 1 – Sep. 1)  
Standard (Sep. 2 – Oct.7)  
Late (Starts Oct. 8)

## Member

\$800  
\$950  
\$1,150

## Non-Member

\$1,000  
\$1,150  
\$1,250

## Artisan Booth Fee(s)

Early (Mar. 1 – Sep. 1)  
Standard (Sep. 2 – Oct.7)  
Late (Starts Oct. 8)

## Member

\$300  
\$350  
\$400

## Non-Member

\$400  
\$500  
\$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 (Oct. 24)	1:00 p.m. – 5:00 p.m.
Show Hours	Tuesday (Oct. 25)	7:30 a.m. – 5:00 p.m.
	Wednesday (Oct. 26)	7:30 a.m. – 5:00 p.m.
	Thursday (Oct. 27)	7:30 a.m. – 5:00 p.m.
Move-Out	Thursday (Oct. 27)	4:00 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, 2022

### 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: [bmitchell@aianta.org](mailto:bmitchell@aianta.org)

## The American Indian Tourism Conference

### Conference Registrations & Fees

	Early (Prior to Sept. 1)	Standard (Sept. 2 – Oct. 7)	Late/On-Site (Oct. 8++)
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

#### For information on sponsorships and exhibitor/artisan booths:

Sherrie L Bowman  
505-209-2479  
[sbowman@aianta.org](mailto:sbowman@aianta.org)

#### To process payments:

Ariel Richardson  
(505) 724-3592  
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