



27TH ANNUAL
**AMERICAN
INDIGENOUS
TOURISM**
CONFERENCE

SPONSOR PROSPECTUS

INDIGENOUS TOURISM

UNITING TRADITION AND INNOVATION

PEARL RIVER RESORT, CHOCTAW, MISSISSIPPI | OCTOBER 27-30, 2025



AIANTA
American Indian Alaska Native
Tourism Association




PEARL RIVER RESORT
CASINOS & HOTELS | CHOCTAW, MS

WWW.AIANTA.ORG/AITC #AITC2025

23%

OF ATTENDEES ARE REPRESENTATIVES FROM THE SOUTHEASTERN REGION.

25%

OF THE ATTENDEES AT THE 2024 AITC WERE FIRST-TIME PARTICIPANTS.

19%

OF AITC ATTENDEES IDENTIFY AS TRIBAL TOURISM PROFESSIONALS.

AN ADDITIONAL

18%

IDENTIFY AS NATIVE-OWNED BUSINESSES.

THE AMERICAN INDIGENOUS TOURISM CONFERENCE IS THE ONLY NATIONAL CONFERENCE DEDICATED TO GROWING CULTURAL TOURISM IN AMERICA'S INDIGENOUS COMMUNITIES.



ABOUT THE AMERICAN INDIGENOUS TOURISM CONFERENCE

Now in its 27th year, the **American Indigenous Tourism Conference (AITC)** is the only national event dedicated to advancing cultural tourism in Indigenous communities across the U.S. Each year, AITC brings together more than **300 attendees**, offering unparalleled networking opportunities, dynamic keynote sessions, and insightful breakout discussions led by top hospitality industry experts.

THE IMPACT OF TOURISM ON THE U.S. ECONOMY Tourism plays a vital role in the American economy, contributing nearly **3% of the national Gross Domestic Product** and supporting **9.5 million jobs**. Indigenous lands offer unique cultural, heritage, culinary, and agritourism experiences, creating significant economic benefits for Native communities. Additionally, **Native American, Alaska Native, and Native Hawaiian** enterprises contribute to local, regional, state, and federal tax bases, making Indigenous tourism a powerful driver of economic growth.

THE STRENGTH OF NATIVE-OWNED HOSPITALITY BUSINESSES The hospitality sector is a key industry for Indigenous entrepreneurs, with **one in four Native-owned businesses** operating in tourism-related fields. These businesses, totaling more than **40,000**, employ over **110,000 Native and non-Native workers** and generate more than **\$15.7 billion in annual sales**. Notably, Indigenous hospitality businesses **outperform** their non-hospitality counterparts in both revenue and employment, highlighting the sector's strong potential for continued growth.

AITC'S ROLE IN INDIGENOUS TOURISM The **American Indigenous Tourism Conference** fosters greater inclusion of Native communities within the broader tourism industry while empowering tribes to define and achieve their own success in cultural tourism. AITC serves as a platform for critical discussions, equipping Indigenous businesses and communities with the resources needed to **develop, grow, and sustain** tourism initiatives.

SPONSOR AITC Sponsors of AITC play a crucial role in advancing Indigenous tourism by supporting AIANTA's mission to create economic opportunities for Native communities. Sponsorship helps fund essential programs, training, and strategic initiatives that promote sustainable cultural tourism across Indigenous lands.

AITC 2025 - JOIN US IN MISSISSIPPI! The **27th Annual American Indigenous Tourism Conference** will take place **October 27-30, 2025**, at **Pearl River Casino Resort in Choctaw, Mississippi**, on the homelands of the **Mississippi Band of Choctaw Indians**. Don't miss this opportunity to connect, learn, and contribute to the growth of Indigenous tourism.



←
DISCOVER MORE DETAILS!
Visit aianta.org/aitc



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SPONSORSHIP LEVELS

PRESENTING SPONSOR

1 Available From \$50,000

- 10 Full Access Passes Plus All Sponsorship Benefits
- 5 Mobile Workshop Tickets
- Speaking Opportunity

PLATINUM SPONSOR

2 Available From \$25,000

- Both Sponsorship Options Receive Three Mobile Workshop Tickets

OPTION 1:

- Excellence in Indigenous Tourism Awards Gala and Silent Auction Sponsor
- Listed as Event Sponsor in all Marketing Materials and Press Release Announcements for Awards Gala and Silent Auction

OPTION 2:

- Transportation Sponsor
- Listed on Welcome Signage at Jackson, MS Airport and on Last Day at Pearl River Resort
- All benefits for Transportation Sponsorship (listed on next page)

AMBER SPONSOR

2 Available From \$15,000

- Heart Speaks Closing Session, Transportation or Audio-Visual Sponsor
- Full Screen Logo Display During 'The Heart Speaks' Closing Session
- Two Mobile Workshop Tickets

GOLD SPONSOR

4 Available From \$10,000

- AITC Keynote Luncheons (Tuesday, Wednesday)
- Breakfast Sponsor (Tuesday, Thursday)
- Two Mobile Workshop Tickets
- 5 Minute Speaking Opportunity
- Meal Sponsors

SILVER SPONSOR

6 Available From \$7,500

- AIANTA Lounge Sponsor
- AITC Name Badge Sponsor
- Entertainment Sponsor (2)
- Charging Station Sponsor
- One Mobile Workshop Ticket
- Conference App Sponsor

BRONZE SPONSOR

9 Available From \$5,000

- Continental Breakfast (Wednesday)
- Exhibit Hall Mid-Morning Coffee Break (Tuesday, Wednesday, Thursday)
- Afternoon Snack & Chat Break (Tuesday, Wednesday, Thursday)
- Sustainability Sponsor (Logo on Waterbottles)
- Keynote & Speaker Gifts
- One Mobile Workshop Ticket

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 (<i>All seated guests must be registered attendees</i>)	2	1	1	1	1	1
VIP BREAKFAST	Attendance at an exclusive VIP breakfast	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" at one breakfast/snack session or other sponsor opportunity					•	•
PROMOTIONAL MATERIAL	Pull-up banner display at one plenary session (<i>Banner must be provided by sponsor</i>)	•	•	•	•		
	Opportunity to place one piece of marketing material or collateral in AITC conference bag (<i>Material must be provided by the sponsor</i>)	•	•	•	•	•	•
DIGITAL CONFERENCE PROGRAM	Advertising in AITC conference program (<i>Sponsor provide fully designed, digital ad</i>)	FULL-PAGE AD, BACK COVER	FULL-PAGE AD	½ PAGE AD	½ PAGE AD	½ PAGE AD	¼ PAGE AD
	Logo on sponsor page in conference program	•	•	•	•	•	•
	Mobile workshop tickets	5	3	2	2	1	1
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 AITC home page at Aianta.org	•	•	•	•	•	•
	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

To improve our sustainable practice at AITC, we are now utilizing a digital conference program.



ADDITIONAL SPONSOR **LEVELS**

BUSINESS OF ART SPONSOR

From \$5,000

The 2025 Business of Art Seminar at the AITC is designed for Native artists and to help tribes develop or expand their programs for artists and to provide professional development for artists.

- Sponsor of Business of Art and Artist Demonstration
- One AITC Registration
- Complimentary Artist Booth *(courtesy of sponsor)*
- Name & Logo on all Business of Art Promotional Materials
- Recognition in AITC Digital Program, [AIANTA.org](https://aianta.org), and Conference App

TRIBAL TEAM SPONSOR

From \$3,500

- Three AITC Registrations (for the same Tribe or Organization)
- One-Year AIANTA Tribal/Business Membership
- Recognition in AITC Digital Program, Promotional Materials, [AIANTA.org](https://aianta.org), and Conference App



**DISCOVER MORE
DETAILS!**

Visit aianta.org/aitc

EMERGING LEADERS SPONSOR

From \$2,500

- Tribe, Enterprise, Organization or Business Membership
- One AITC Registration + One Sponsored Student Registration *(tourism/hospitality)*
- Recognition in AITC Digital Program, [AIANTA.org](https://aianta.org), and Conference App

FRIENDS OF AIANTA SPONSOR

From \$1,500

- Name Listed on Sponsor Page in AITC Digital Program
- Name Listed on [AIANTA.org](https://aianta.org)
- Logo on AITC Conference App
- One-Day Conference Registration

EXCELLENCE IN INDIGENOUS TOURISM AWARDS TABLE SPONSORSHIP

From \$1,000

- Table of Eight to the Excellence in Indigenous Tourism Awards Gala and Silent Auction *(All registered AITC attendees will receive one complimentary admission to the Excellence in Indigenous Tourism Awards Gala and Silent Auction. Additional tickets are available for \$150 per person. AITC registration is not required)*

EXHIBITOR/ARTISAN INFORMATION

Exhibitor and Artist booth registrations include access to the exhibit hall and networking opportunities. To enjoy the full conference experience, including educational sessions and programming, we invite you to register for a full conference pass. **Must be 18 and over to attend unless registered for the youth track(s).**

EXHIBIT BOOTH FEE(S)

	MEMBER	NON-MEMBER
Early (Prior to June 30)	\$1,000	\$1,200
Standard (July 1 – Aug. 31)	\$1,150	\$1,350
Late (Starts Sept. 1)	\$1,350	\$1,450

ARTISAN BOOTH FEE(S)

	MEMBER	NON-MEMBER
Early (Prior to June 30)	\$400	\$500
Standard (July 1 – Aug. 31)	\$450	\$600
Late (Starts Sept. 1)	\$500	\$700

EXHIBIT HALL SCHEDULE

MOVE-IN

Monday, Oct. 27
1:00 p.m. – 5:00 p.m.

SHOW HOURS

Tuesday, Oct. 28
7:30 a.m. – 5:00 p.m.

Wednesday, Oct. 29
7:30 a.m. – 5:00 p.m.

Thursday, Oct. 30
7:30 a.m. – 5:00 p.m.

MOVE-OUT

Thursday, Oct. 30
4:00 p.m. – 10:00 p.m.

EXHIBITOR BOOTH PACKAGE

One 6' Table, Two Chairs
and One Wastebasket

Booth ID Sign with Pipe
and Drape

Access to Snacks
Provided in the Exhibit Hall

Full Meal Ticket(S) -
Exclusive 2025 AITC Offer

Two Exhibitor
Registrations

Complimentary Wi-Fi

ARTISAN BOOTH PACKAGE

Two "ARTISAN"
Wristbands

One 6' Table, Two Chairs
and One Wastebasket
(No outside tables allowed, additional
tables available for fee)

Booth ID Sign

Access to Snacks
Provided in the Exhibit Hall

Complimentary Wi-Fi

ADVERTISING & PROMOTIONAL OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISING

Deadline: August 1, 2025

Full Page (8" wide x 10.5" high)	\$1,000
Half Page (8" wide x 5" high)	\$750
Quarter Page (3.75" wide x 5" high)	\$500

AITC CONFERENCE APP ADVERTISING

Static Logo Banner	\$400
Push Notification (each message)	\$150

AD SPECS Resolution: 300 dpi minimum File Type: PDF, PSD, EPS (vector file preferred) Send to: sbowman@aianta.org

AITC CONFERENCE REGISTRATION

	EARLY Prior to June 30	STANDARD July 1 - Aug. 31	LATE/ON-SITE Sept. 1
Member	\$645	\$745	\$845
Non-Member	\$815	\$915	\$1,015
Student/Senior (62+)	\$375	\$475	\$575
One-Day	\$525	\$625	\$625
Speaker (One-Day)	Comp	Comp	Comp
Speaker (Full Conference)	\$525	\$525	\$525
Mobile Workshops	\$75	\$75	\$75

QUESTIONS? LET'S CONNECT!



AIANTA
American Indian Alaska Native
Tourism Association

SPONSOR, EXHIBITOR & ARTISAN BOOTH

Sherrie L Bowman
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AMERICAN INDIAN ALASKA NATIVE TOURISM ASSOCIATION

6000 Uptown Blvd. NE, Suite 150
Albuquerque, NM 87110
(505) 724-3592 | events@aianta.org

PAYMENT PROCESSING

Ariel Richardson
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