



Corporate Partnership Program 2011

WE ARE AtBC, the Aboriginal Tourism Association of British Columbia, a non-profit, stakeholder-based organization, committed to growing and promoting a sustainable and culturally rich Aboriginal tourism industry.



Our Corporate Partnership Program provides the opportunity to be a visible partner in Aboriginal economic and community development.



WE ARE A ONE-STOP RESOURCE for Aboriginal entrepreneurs and communities operating or starting a tourism business. We offer training, information resources, networking opportunities and cooperative marketing programs.

OUR VISION is a prosperous and respectful Aboriginal cultural tourism industry sharing authentic products that exceed visitor expectations.

THE AtBC MISSION is to provide training, awareness, product development and marketing to support a sustainable authentic Aboriginal cultural tourism industry while contributing to cultural preservation and economic development.

OUR GOALS ARE:

- to improve awareness of Aboriginal tourism among Aboriginal communities and entrepreneurs;
- to support tourism-based community, human resources and economic development in Aboriginal communities;
- to capitalize on key opportunities such as the 2010 Olympic Winter Games which support the development of Aboriginal cultural tourism;



- to collaborate with tourism industry partners in market research and marketing promotion, in advertising initiatives and in other activities which benefit the Aboriginal tourism industry;
- to improve communication within the Aboriginal tourism industry, keeping industry partners informed of important developments, AtBC's plans and activities and providing opportunities for input to the association.

We provide proven and progressive leadership in Aboriginal tourism development.

AtBC currently represents over 60 export-ready tourism products, the the most in any of the provinces in Canada. Aboriginal communities recognize the value of tourism for their cultural and economic well-being. Visitors to BC are looking for the authentic experience which Aboriginal tourism businesses offer. The Aboriginal tourism sector in BC is poised for major growth and is expected to contribute over \$50 million to BC's economy, up from approximately \$35 million today.

Our Aboriginal Cultural Tourism Blueprint Strategy for BC provides a long-term plan for the sustainable growth and development of the industry. No other province in Canada has implemented such an extensive, coordinated plan to support communities and individuals. The Blueprint Strategy puts the Aboriginal tourism sector on the road to full development, thus providing a major competitive advantage for BC's overall tourism industry.



WE ARE ESTABLISHED, EXPERIENCED AND EVOLVING.

From 2003 to 2009 the annual Aboriginal Tourism BC Awards provided us, our partners, our supporters and our industry an occasion to celebrate the accomplishments and contributions of BC's Aboriginal tourism entrepreneurs.

In 2009 we developed a new corporate partnership program designed to more actively and frequently engage with our corporate partners. The annual awards celebration was replaced with the Indian Summer Festival at Robson Square, which attracted 12,000 visitors over three days.

The 2010 Olympic Winter Games followed. From February 12 to 28, 2010 the lobby of the Pan Pacific Hotel was transformed into the first Klahowya Village. "Klahowya" is a word recognized by Aboriginal Nations meaning "welcome" and so the village welcomed approximately 95,000 visitors during the Games.

During the summer of 2010 we staged the spectacular Klahowya Village in Stanley Park, a cultural visitor experience that merged traditional artisan village elements with contemporary Aboriginal experiences and authentic art, culture and traditions. The programming included a themed mini-train experience, cultural dance performances, Aboriginal cuisine and many other activities for families.

This event created a cohesive, branded and memorable visitor experience and provided unique media and business opportunities, raising the profile of AtBC, our stakeholders, and our partners.

In addition to this marketing success, we build capacity. We provided training, applied skills development and enhancement of our Trailblazer Training Program to 40 individuals. Through the training provided by Klahowya Village, we were



able to provide First Host, World Host, Light Traffic Control Certification and Level 1 First Aid Training. The experience at the Village provided Trailblazers with hands-on tourism

industry experience. Nine of the Trailblazers returned to school in the fall and 12 found full or part-time employment, the majority in the tourism industry.

The success of the Klahowya Village, which attracted over 162,000 visitors from July to Labour Day, exceeded expectations. Based on this success and on the lessons we have learned, we are now preparing for an even better 2011 summer season.

In 2011 we will again showcase Aboriginal culture and tourism offerings in Stanley Park. In addition,



we will use the concept of the Klahowya Village to work with our stakeholders and partners to expand our reach and offer two new locations on Vancouver Island and in the Okanagan. Just like the Klahowya Village in Stanley Park, these attractions will provide opportunities for us and our stakeholders to raise awareness of Aboriginal cultural tourism, support our operators and foster the growth of our industry.

Our Corporate Partnership Program provides the opportunity to be a visible partner in Aboriginal economic and community development.

Our networking events and marketing initiatives provide opportunities to engage with leaders

representing communities, Aboriginal business, governments and industry. We provide extremely high visibility for firms interested in working with Aboriginal governments, business corporations and entrepreneurs.

Our partnership levels and the associated benefits are one way to get involved. In addition, we are keen to develop joint projects with our corporate partners.

We are looking for partnership opportunities in the areas of joint- and cross-marketing, business development, labour market development, skills training, financing, insurance and many other initiatives allowing us to effectively support our members.

We look forward to detailed conversations with you!





MORE AtBC EVENTS

where you can network, exchange ideas and create opportunities for business.

AtBC's partners are front and centre at:

THE KLAHOWYA VILLAGE GRAND OPENING - June 27, 2011

Join us to kick off the 2011 summer season at Stanley Park!

THE CORPORATE BARBECUE AT THE KLAHOWYA VILLAGE - Summer 2011

AtBC's corporate barbecue is all about fun and games. Join the AtBC Board of Directors staff, members and partners for a casual evening of excellent food, cool drinks and great conversation.

THE ANNUAL HOLIDAY RECEPTION - December, 2011

AtBC is pleased to connect members, corporate supporters, tourism industry professionals and the larger business community at the Third Annual Holiday Reception.

AtBC's Board of Directors and Management Team will be pleased to provide an overview of the past year's accomplishments and the plans for the year ahead as well as to use this opportunity to thank all partners and supporters.

THE "EXPLORE ABORIGINAL BC!" CORPORATE DAY TRIP - Spring 2012

AtBC is pleased to invite all corporate supporters to join us for a one-day exploration of some of the best tourism product BC has to offer. We will travel to a number of attractions and sample cultural and adventure experiences.





CORPORATE PARTNERSHIP COSTS AND BENEFITS

All partnerships are valid for 12 months from the day of sign-up and include:

- feature branding at 2011 Klahowya (see specifics under partnership levels)
- VIP tickets to all events including the AtBC holiday reception, corporate fam trip, summer BBQ and grand opening of the 2011 Klahowya Village
- VIP tours of the Klahowya Village for clients and staff
- inclusion in all media and communications activities
- inclusion in website and social media promotions
- inclusion in Klahowya Village Map
- acknowledgement in print material
- brochure display at sponsor booth during 2011 Klahowya Village

Platinum Partner – \$ 72,000

Feature branding at the 2011 Klahowya Village of:

The Spirit Catcher Train

This 13-minute Aboriginal themed train ride is designed for adults and children of all ages. A custom Aboriginal-inspired audio track will be played on up to 3 Klahowya trains. The train experience will feature installations and entertainment from traditional carvings to the enactment of ancient legends.

or

The Lagoon Stage

The Lagoon Stage features daily performances by local and visiting performers, showcasing the rich culture and diverse traditions of BC's Aboriginal community.

Platinum sponsorship also includes:

- speaking opportunities at all AtBC events

including the grand opening of the 2011 Klahowya Village

- exclusive use of the sponsor booth during the 2011 Klahowya Village for promotion of products, services and projects for up ten days

Gold Partner – \$ 36,000

Feature branding at the 2011 Klahowya Village of:

The 40-Foot Teepee

The Teepee features two wide entrances. Visitors walking through find an array of displays showing the Interior peoples' artefacts and elements of their lifestyles and culture.

or

Traditional Canoe Carving Area, Totem and Sculpture Park

The Totem and Sculpture Park features carvers working through the summer to create major art pieces, including a totem pole.

Gold sponsorship also includes:

- exclusive use of sponsor booth for promotion of products, services and projects for up to seven days

Silver Partner – \$ 18,000

Feature branding at the 2011 Klahowya Village of:

The Storyteller Circle

This covered stand, surrounded by seating made of split-cedar benches, provides the backdrop and space to share traditional stories and lively discussion.

or



The Healing Stone Pathway

This element is a series of flat stones laid beside an existing path. The stones show totemic figures reminiscent of traditional petroglyphs. Signage beside each stone tells visitors what spiritual qualities each figure depicts so guests can determine which totem best represents their own characters.

Silver sponsorship also includes:

- exclusive use of sponsor booth for promotion of products, services and projects for up to five days

Bronze Partner – \$ 9,000

Feature branding at the 2011 Klahowya Village of:

Stakeholder Promotion

Two large screen monitors will feature revolving information about AtBC stakeholders and AtBC videos.

Supporter - \$ 5,000

No feature branding but:

- VIP tickets to all events including the AtBC holiday reception, corporate day trip, summer BBQ and grand opening of the 2011 Klahowya Village
- inclusion in all media and communications activities
- inclusion on website and social media promotions
- inclusion in Klahowya Village Map
- acknowledgement in print material

AtBC PARTNERS

AtBC would like to thank our partners:

Gold Partner



Silver Partner



Bronze Partner



Supporter



For more information about AtBC and BC's spectacular Aboriginal tourism products, please visit

www.AboriginalBC.com

or call 604-921-1070.



PLEASE GIVE US A CALL

Contact Katrin Harry of Ayjoomixw Concepts to discuss the **AtBC Corporate Partnership Program.**

Call 604-483-3532 or email katrin@ayjoomixw.com.