



# Conference Sponsorship Packages

Conference Coordinated by:



*T*ransportation  
*O*ptions

For more information

Call 1-866-701-2774 / 416-827-2774 or

email [Info@ontariobybike.ca](mailto:Info@ontariobybike.ca)

Louisa Mursell, Executive Director, Transportation Options

Michael McCreesh, Project Manager, Ontario By Bike

# 2019 Cycle Tourism Conference



**Ontario By Bike** and **Transportation Options** are proud to announce Canada's 4th Cycle Tourism Conference and full-day event to be held in downtown Toronto on March 1, 2019.

The 2019 conference will include international, Canadian and Ontario speakers and experts covering many aspects of cycle tourism best practises in their respective jurisdictions.

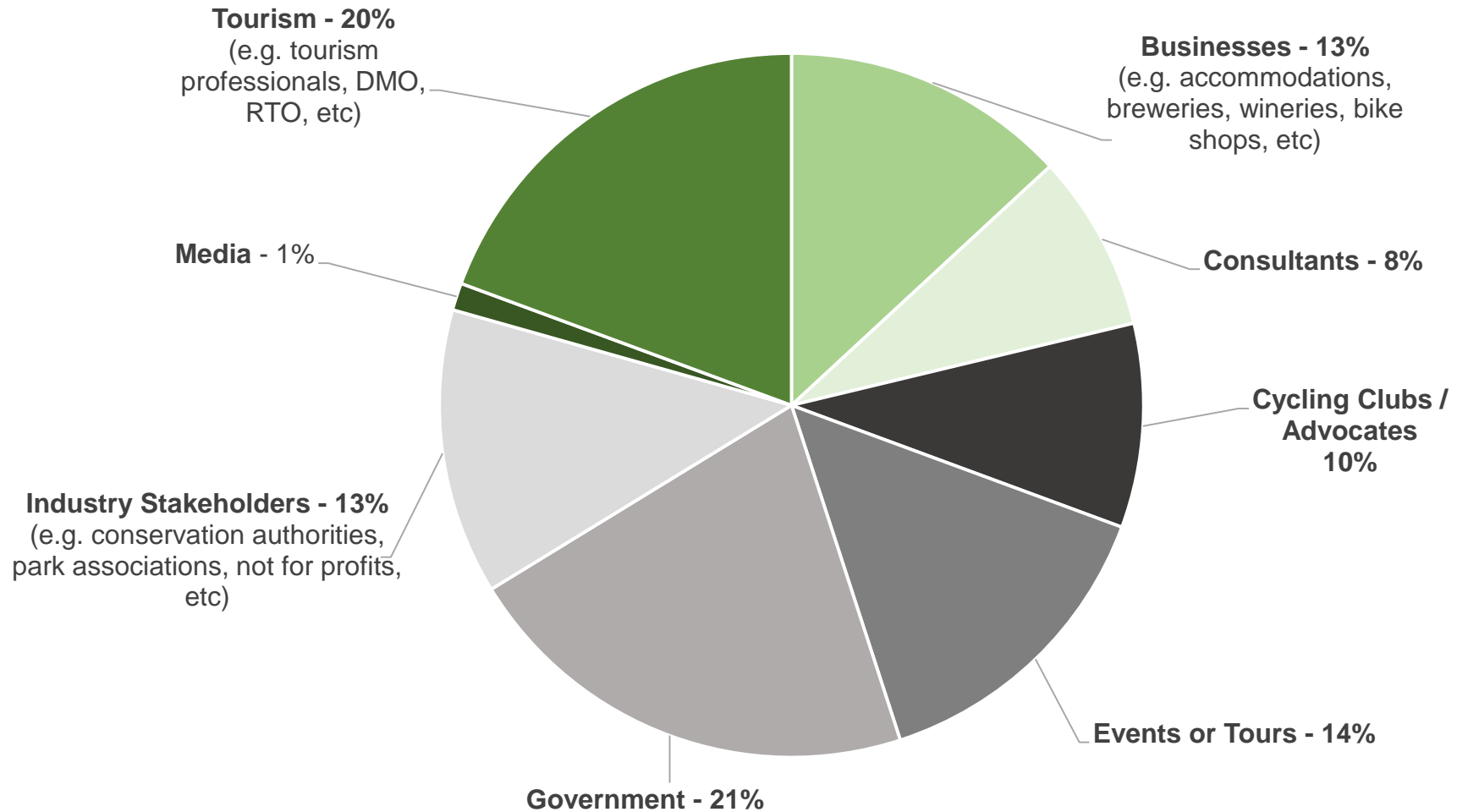
Presentation formats will include plenary (key note and/or panel discussions), concurrent sessions, interactive exercises and more.

## 2019 Cycle Tourism Conference Theme & Key Pillars:

- **Conference Theme:** Destination Bike
- **Key Pillars:** Developing | Marketing | Serving | Measuring



# Who Attends\*



# Why Partner with the Conference

---



Cycle tourism continues to grow in Ontario and has become a half a billion dollar a year industry!\*

Becoming a partner with the Canada's 2019 Cycle Tourism Conference provides you with a platform to make intimate business connections with leaders, businesses and important stakeholders in this growing tourism sector.

Benefits of participating as a sponsor include:

- **Logo inclusion** on media, marketing and information documents distributed extensively across Canada
- **Showcasing your products and services** to a wide array of decision makers in the tourism, transportation and bicycle industries
- **Networking and doing business** with an estimated 175 tourism, transportation and bicycle industry professionals from Ontario, across Canada, USA and overseas
- Developing stronger relationships and **creating new partnerships** with destination marketing and regional tourism organizations
- **Building brand equity** with key influencers in cycle tourism development
- **Being recognized** for showing a commitment to strengthen and support cycling and the growing cycle tourism sector.
- Receiving **complimentary registration** to attend the 2019 Cycle Tourism Conference

# Packages / Inclusions

PLATINUM SPOKE  
\$2,500 (Exclusive)

GOLD SPOKE  
\$1,000

CARBON SPOKE  
\$750

LUNCH SPONSOR \$2,000  
(Exclusive)

Packages / Inclusions	PLATINUM SPOKE \$2,500 (Exclusive)	GOLD SPOKE \$1,000	CARBON SPOKE \$750	LUNCH SPONSOR \$2,000 (Exclusive)
Complimentary Registration/s	4	2	1	2
Exhibit Space	✓	✓		✓
Recognition in Media Release	✓			
Opportunity to address attendees	AM or PM			Lunch
Recognition from podium	✓	✓		✓
Logo on conference website	✓	✓	✓	✓
Logo on all promotional materials distributed across Canada	✓	✓	✓	✓
Recognition on multiple e-invitations (4,000 contacts Canada wide)	✓	✓	✓	✓
Recognition in consumer newsletter (14,500+ cyclists/subscribers)	✓	✓	✓	✓
Logo on conference program & post-conference report	✓	✓	✓	✓
Onsite logo placement on conference signage	✓	✓		✓
Banner advertisement in printed program & post-conference report	✓			✓
Information package distributed on lunch tables				✓
Recognition on Ontario By Bike`s Facebook, Twitter, Instagram	✓	✓	✓	✓
Swag Bag Promotion	✓	✓	✓	✓

## Swag Bag Promotion:

Include your promotional item in the highly anticipated official CTC19 Swag Bag! Delivered directly into the hands of all conference attendees, create a lasting impression with samples, catalogues or promotional items that will make your product and services stand out! (Max 2 items per sponsor).

Suggested Quantity: 225/item;

- Maximum Size: 12" x 14"

- Maximum Thickness: ½"

- Delivery: Before February 22, 2019

# Current Sponsors

---



The 2019 Cycle Tourism Conference is made possible by the generous support of the following partners and sponsors:



## Platinum Spoke Sponsors



## Gold Spoke Sponsors



Great Lakes  
Waterfront Trail  
A signature project of the Waterfront Regeneration Trust



## Carbon Spoke Sponsors





# Conference Coordinators & Contact



The 2019 Cycle Tourism Conference is being coordinated by Ontario By Bike, a program of Transportation Options. For over twenty years, Transportation Options, a not for profit organization, has been dedicated to fostering sustainable mobility and tourism solutions across Ontario.

Transportation Options has coordinated a number of significant conferences in the past, including two cycle tourism conferences ([2016](#), [2013](#) and [2009](#)).

We are pleased to be affiliated with the Toronto International Bicycle Show (March 1-3, 2019) and recognize our primary funding partner the Government of Ontario, Ministry of Tourism, Culture and Sport.

We invite you to partner with us!

## For more information

Visit [www.ontariobybike.ca/ctc19](http://www.ontariobybike.ca/ctc19)

Call 1-866-701-2774 / 416-827-2774 or email [Info@ontariobybike.ca](mailto:Info@ontariobybike.ca)

Louisa Mursell, Executive Director, Transportation Options

Michael McCreesh, Project Manager, Ontario By Bike



[www.ontariobybike.ca](http://www.ontariobybike.ca)

Transportation  
Options

[www.transportationoptions.org](http://www.transportationoptions.org)