

## THE WINNING PITCH 2019 REGIONAL SPONSORSHIP OPPORTUNITIES

Last year, go2HR's [Winning Pitch](#), a case competition where post-secondary students pitch business plans to promote local tourism destination development, met with huge success. The event received much positive feedback from attendees at the regional and provincial competitions.

We are pleased to bring back the Winning Pitch for the 2019 year, and hereby invite you to consider being part of this program as a sponsor. By sponsoring the regional competitions, you will:

- Support and boost innovation and new ideas that would benefit the local tourism economy
- Help develop the next bright young stars of the industry
- Access new, creative business concepts that align with current and next generations of visitors
- Create exposure for your business/brand

Sponsors may support the competition with **cash or in-kind** contributions and will be recognized. Previous sponsors include Destination British Columbia, the Partners in Tourism Society, Pacific Gateway Hotel, Kootenay Rockies Tourism, Casino Nanaimo and the Thompson Okanagan Tourism Association – some of whom have already pledged to return with their support. Please review the 2018/19 Regional Sponsorship Opportunities below and consider getting involved. Your support is much appreciated.

### The Competition

British Columbia's tourism industry is booming and the number of visitors is constantly growing. As a result, we need new, innovative ideas to increase the competitiveness of the province as a visitor destination.

Teams made up of students studying tourism, hospitality, and/or business in one of BC's post-secondary institutions apply their innovative thinking to come up with strategies that support the destination development in each host region.

The teams develop and pitch a proposal and high-level business plan to an industry panel composed of senior industry leaders, entrepreneurs, and financiers/investors at a regional competition. The winning pitch from each region will move on to compete against other regional winners at the 2019 Tourism Industry Conference in Vancouver.

The dates for the regional competitions are as follows:

- Thompson Okanagan – Nov. 14, 2018 – Spirit Ridge At Nk'Mip Resort By Hyatt, Osoyoos
- Kootenay Rockies – Date TBD – Virtual Conference
- Vancouver, Coast, & Mountains – Jan. 25, 2019 – Vancouver Convention Centre, Vancouver
- Vancouver Island – Date and Location TBD

## 2018/19 Sponsorship Opportunities

Sponsorship Levels & Benefits	Bronze (\$100-499)	Silver (\$500-999)	Gold (\$1000+)
Logo on program materials	✓	✓	✓
Logo in competition slide shows	✓	✓	✓
Verbal recognition during the regional competition	✓	✓	✓
Verbal recognition during the regional awards ceremony by MC	✓	✓	✓
Social media recognition leading up to, during, and following the event	✓	✓	✓
Logo and link on go2HR regional event page		✓	✓
One (1) digital ad in an upcoming issue of go2HR's corporate or career newsletter			✓
Invitation to judge at the regional competition			✓

Interested in becoming a sponsor? Please contact:

[Marie-Ève \(Mev\) Masse](#)  
 Tourism Career Ambassador, go2HR  
 604-633-9787 ext. 224