

GoMedia Canada Summit 2025

Jasper, Alberta | September 14-18
Presented by Destination Canada

SPONSORSHIP OPPORTUNITIES





About the GoMedia Canada Summit

The GoMedia Canada Summit provides participants a communal platform to make meaningful connections, share ideas, inspire travel, and have conversations on important topics with peers from across the country and around the globe.

Produced by Destination Canada (DC) in partnership with Travel Alberta and Tourism Jasper, GoMedia Canada Summit will bring passionate Canadian tourism industry partners and storytellers together with international media to Jasper, Alberta in September 2025.

Who Attends GoMedia Canada

GoMedia Canada Summit attracts top media from across the globe. Media delegates include international and domestic media outlets producing content for top-tier print and online publications. Internationally, media are invited from Destination Canada's key markets of the US, UK, Germany, France, Australia, Japan, South Korea, China, and Mexico, hand-selected from Destination Canada in-market teams. Media attend because the event provides incredible leads and story ideas for their future work. They appreciate the opportunity to deepen their knowledge of Canada and make the personal connections they need to produce outstanding content for the readers. They are also highly active on social media – so give them something worth posting home about!

Media targets for GoMedia Canada Summit 2025

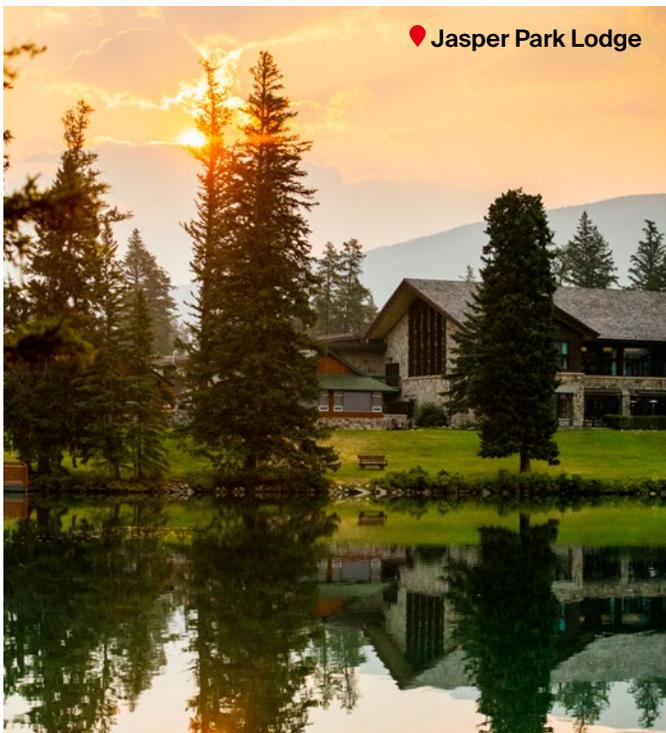
MEDIA	
US	20
UK	12
Germany	12
France	12
Australia	8
Mexico	6
China	6
South Korea	4
Japan	4
Domestic	6
	90

Introduction to Sponsorship Opportunities

Sponsoring an element of the GoMedia Canada Summit is an exclusive opportunity to shine a spotlight on your story and connect the media with the memories and experiences that leave a lasting mark on the hearts of travellers.

Sponsorship at the GoMedia Canada Summit is aimed at enhancing the storytelling opportunities. Your voice and narrative, shared with the media in meaningful ways, should help reach your story goals and set the stage to develop enduring relationships.

The overarching theme of this year’s GoMedia Canada Summit is about resilience. It is not just in the context of an ecological disaster; it is something we as people and as an industry are all going to require to do as we embrace changes. It can be expressed or anchored through different lenses. It is shaped with many characteristics from grounding and vulnerability to adaptability and authenticity of place. These characteristics lead to engagement, such as knowledge of place and learning from personal and shared experiences to being open to meet new people, new ideas and new context. It can, for example, help frame the culinary angle or the opportunities you are wanting to share through your storytelling sponsorship.



Resilience at the Summit

Program overview with thematic narrative

Day 1

Indigenous Welcome

Opening Remarks

Grounding and Authenticity

Thought Leadership Session

Canada Quickfire

Vulnerability and Dialogue

Marketplace

Local Tours

Optimism and Adaptability

Hosted Lunch / Dinner

Gratitude and Grace

Day 2

Keynote

Host Remarks

Patience and Commitment

Thought Leadership Session

Canada Quickfire

Vulnerability and Dialogue

Marketplace

Local Tours

Optimism and Adaptability

Hosted Lunch / Dinner

Gratitude and Grace

How to Secure a Sponsorship or Discuss a New Idea

Within this document, you will find an overview of some of the wide range of sponsorship opportunities that are available on a first-come, first-served basis. If you would like to express interest, secure an opportunity, discuss any of what you see here, or pitch an idea of your own please contact the Destination Canada GoMedia team at gomedia@destinationcanada.com

All opportunities need to be approved by Destination Canada and the GoMedia Canada Summit project team.

Deadline for Sponsorship Opportunities

May 16	Deadline to confirm sponsorship for Evening Events & Catering Opportunities (lunches, breaks, breakfasts, receptions)
June 13	Deadline to confirm sponsorship for Lounges and Activations
August 7	Deadline to receive all sponsorship materials, and place final orders

Event Schedule at a Glance

	Monday Sept 15	Tuesday Sept 16	Wednesday Sept 17	Thursday Sept 18
7:00am - 8:15am		Sponsored Breakfast	Sponsored Breakfast	
8:30am - 10:00am	Media arrivals at the Fairmont Jasper Park Lodge	GoMedia Plenary	GoMedia Plenary	Departures throughout the day
10:00am - 10:15am		Sponsored Break	Sponsored Break	
10:15am - 1:00pm		Team Canada Quickfire Marketplace	Team Canada Quickfire Marketplace	
1:00pm - 2:30pm		Sponsored Lunch	Sponsored Lunch	
2:30pm - 6:00pm		Local Tours	Pro-D Media Tours	
Evening		Welcome Reception	Evening Event	

Sponsorship Opportunities

Sponsorship Type	Description (not complete)	# of opportunities	Value	Included in package	Not included in package
Evening Events					
Welcome Reception - Jasper Park Lodge (Sept 15)	Offer a signature welcome cocktail/mocktail for all guests as they arrive	Exclusive	\$2,500	<ul style="list-style-type: none"> Cocktail made with Premium Spirits from JPL cocktail menu or mocktail 	<ul style="list-style-type: none"> Additional ingredients or garnish to be featured in custom drink
	Activate a food station - customized to represent your destination	Multiple	\$5,000	<ul style="list-style-type: none"> Base reception station from JPL catering menu 	<ul style="list-style-type: none"> Additional ingredients required to feature in custom food offering
	Feature a local musician or one representing your destination to create a vibrant atmosphere	Exclusive	\$2,500	<ul style="list-style-type: none"> Allowance for fees and, staging and basic AV setup for musician 	<ul style="list-style-type: none"> Additional costs associated with the artist fees and travel
Evening Event - Location TBD (Sept 16)	Work with Destination Canada to showcase your destination during GoMedia	Exclusive	\$15,000		
Catering Opportunities					
Breakfast (Sept 16 & 17)		Two	\$7,000	<ul style="list-style-type: none"> Buffet breakfast from JPL catering menu. Existing room setup, decor, AV 	<ul style="list-style-type: none"> Sponsor may enhance the room décor, audio, visual, food and beverage at their own cost
Themed Refreshment Break (Sept 16 & 17)		Two	\$3,000	<ul style="list-style-type: none"> Classic Break from JPL catering menu. Existing room setup, decor, AV 	<ul style="list-style-type: none"> Additional activation costs for supplementary F&B offering, experience, branding etc.
Lunch (Sept 16 & 17)		Two	\$10,000	<ul style="list-style-type: none"> Buffet lunch from JPL catering menu. Existing room setup, decor, AV 	<ul style="list-style-type: none"> Sponsor may enhance the room décor, audio, visual, food and beverage at their own cost



Sponsorship Type	Description (not complete)	# of opportunities	Value	Included in package	Not included in package
Branded Spaces and Lounges *Below Sponsorships would have the option to be setup for one day, or the entire conference					
Relaxation Lounge / Health and Wellness Zone	A quiet area for attendees to relax, sponsored by a partner with subtle branding and comfort amenities.	Exclusive	\$5,000	<ul style="list-style-type: none"> • Approx. 10' x 10' space in the event space • Allowance towards F&B per day - infused water or healthy snack • Existing furniture from JPL 	<ul style="list-style-type: none"> • Sponsor may enhance the room décor, audio, visual, food and beverage at their own cost. • If a separate room is required, venue rental may apply
Networking Lounge	A space designed for networking, featuring comfortable seating and refreshments, branded with the sponsor's logos and colors.	Exclusive	\$3,000	<ul style="list-style-type: none"> • Approx. 10' x 10' space in the event space • Existing furniture from JPL 	<ul style="list-style-type: none"> • Sponsor may enhance the room décor, audio, visual, food and beverage at their own cost. • If a separate room is required, venue rental may apply
DIY Stations	Provide a station where attendees can get creative and make something to take home, guided by experts.	Two	\$3,000	<ul style="list-style-type: none"> • Approx. 10' x 10' space in the event space • Basic furniture setup for a small subset of event attendees to participate at a time 	<ul style="list-style-type: none"> • All materials and signage required for activity
Art Showcase	Partner with local artists to display art that reflects the sponsor's corporate culture or event theme.	Multiple	\$3,000	<ul style="list-style-type: none"> • Approx. 10' x 10' space in the event space • Basic furniture setup 	<ul style="list-style-type: none"> • Artist cost, display materials, transportation of art, custom furniture
Activation Room	Activate an entire meeting room for the duration of the event to create an immersive experience for event attendees.	Exclusive	\$3,000	<ul style="list-style-type: none"> • Meeting room rental, if applicable 	<ul style="list-style-type: none"> • Sponsor is responsible for all activation costs
Outdoor Lounge	Create an outdoor experience attendees won't forget. With expansive views and fresh air, this is perfect place for attendees to take a break and engage with your brand.	Multiple	\$3,000	<ul style="list-style-type: none"> • JPL firepit & chairs 	<ul style="list-style-type: none"> • Sponsor may enhance the area décor, audio, visual, food and beverage at their own cost
Interactive and Engaging Activations *Below Sponsorships would have the option to be setup for one day, or the entire conference					
Media & VIP Hotel Room Drops	Provide a locally sourced delegate gift to media participants.	Multiple	\$2,500	<ul style="list-style-type: none"> • JPL room drop fee 	<ul style="list-style-type: none"> • Cost of the gift, transportation/shipping costs, cost of giftwrap

