

SEC26

MARCH 10-12

IN MISSISSAUGA, ON



SPONSORSHIP
PACKAGE

SPORT EVENTS CONGRESS

Canada's largest annual sport tourism event.

This three-day event is designed to be interactive and educational, bringing together over 350+ leading experts in sport event hosting. Attendees will have the opportunity to connect with other professionals through B2B appointments, learn new skills, and stay up-to-date with the latest trends in sport hosting. The event also provides a fun and informal atmosphere for networking and socializing.

www.sporttourismcanada.com

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MISSISSAUGA
A CULTURAL CANVAS


Hilton
MISSISSAUGA/MEADOWVALE



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FINE FOODS
CENTRE

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SPORT EVENTS CONGRESS

The Sport Events Congress is Canada's exclusive event connecting all key stakeholders in Sport Tourism in one place, at one time.

MAKE AN IMPACT THIS YEAR, AS A SPORT EVENTS CONGRESS SPONSOR!

- Connect directly with our 350+ attendees
- Attend relevant sessions, and take away actionable insights over the three-day congress
- Receive exclusive sponsor benefits
- 90% of sponsors return to SEC year over year

WHO ATTENDS SEC?

66%

are responsible for making purchase decisions on behalf of their organizations

53%

have 6+ years of experience in sport tourism

56%

are responsible for departmental budgets

43%

manage teams in the sector

** **Networking is the #1 draw of STC events** - with professional learning and business development opportunities coming in a close second.*

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SPONSORSHIP OPPORTUNITIES

Our sponsors connect with more people, generate higher quality leads and enhance their brand visibility among 350+ delegates.



THOUGHT LEADERSHIP

For brands who want to support learning and skill development in the industry. Session, Stage, and Speaker sponsor opportunities throughout the three days.



BRAND AWARENESS

For brands who want to increase recognition and knowledge of their brand within the sport tourism industry. Vendor Alley presence, along with digital and physical signage options, social posts, and delegate materials.



NETWORKING

For brands who understand the importance of social connections and who want to help STC create memorable experiences. Naming opportunities for networking events including Receptions, Lounges, and Refreshment Breaks.



LEAD GENERATION

For brands who are seeking opportunities to demonstrate the value of their products/ services to the industry. Sport Event Exchange is rated as one of the most valuable activities during SEC. There is high value with being seen as the presenting sponsor for the SEE element of Congress.

Select the sponsorship program that fits best with your objectives at Sport Events Congress.

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SPONSORSHIP OPPORTUNITIES

CONTENT SPONSORS

DESCRIPTION	PRICE	BENEFITS
Plenary Sponsor x 4 opportunities	3/4 SOLD ONLY 1 LEFT \$12,000	Premium logo placement on website, associated print, social media mention, feature news article on the STC website, 1-minute promo video during plenary, image ad, option to provide promotional gifts or prize draw, speaking opportunities - 2 min remarks, 1 complimentary SEC registration – includes PRESTIGE Awards Gala
Sport Events Exchange Presenting Sponsor (2 days) x 1	SOLD	Logo on website, associated print, social media mention, 30-second promo video, image ad, speaking opportunities – 2 min remarks, 2 complimentary SEC registrations – includes PRESTIGE Awards Gala
Breakout Sponsor x 6 opportunities	4/6 SOLD ONLY 2 LEFT \$6,000	Logo on website, associated print, social media mention, 30-second promo video during breakout, image ad, speaking opportunities - 2 min remarks, 1 complimentary SEC registration – includes PRESTIGE Awards Gala

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SPONSORSHIP OPPORTUNITIES

SOCIAL SPONSORS

DESCRIPTION	PRICE	BENEFITS
Welcome Reception Sponsor x 1	SOLD	
Refreshment Break Sponsor x 2 opportunities (1 per day)	1/2 SOLD ONLY 1 LEFT \$5,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, 1 complimentary SEC registration – includes PRESTIGE Awards Gala
Hydration Stations x 1	SOLD	
Lounge Sponsor x 1	SOLD	
Late Night Social Sponsor x2 opportunities (1 per day)	SOLD	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, sponsor branding opportunities on tables, promotional items during social, 1 complimentary SEC registration – includes PRESTIGE Awards Gala
NEW THIS YEAR! Sport Events Exchange Activation Sponsor x 2 opportunities	SOLD	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, 1 complimentary SEC registration – includes PRESTIGE Awards Gala, & 10X10 activation space at the Paramount Fine Food Center (all equipment provided by the sponsor)

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SPONSORSHIP OPPORTUNITIES

COMMUNITY SPONSORS		
DESCRIPTION	PRICE	BENEFITS
Delegate Badge Sponsor x 1	SOLD	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, logo on delegate badges, 1 complimentary SEC registration – includes PRESTIGE Awards Gala
Exhibitor Passport Sponsor x 1	\$5,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, logo on exhibitor passport, 1 complimentary SEC registration – includes PRESTIGE Awards Gala
Photo Studio Sponsor x 1	\$8,000	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, photo studio space, 1 complimentary SEC registration – includes PRESTIGE Awards Gala
Theme Day x 1	SOLD	Logo on website, associated print, social media mention, 30-second no sound promo video, image ad, prize draw, photo opp in front of a backdrop provided by the sponsor, speaking opportunity, 1 complimentary SEC registration – includes PRESTIGE Awards Gala

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SPONSORSHIP OPPORTUNITIES

We're elevating the Prestige Awards: this year's event will be an evening gala, featuring extended networking, a plated dinner, and drink service. Pricing reflects these expanded inclusions!

PRESTIGE AWARDS GALA SPONSORS

DESCRIPTION	PRICE	BENEFITS
NEW THIS YEAR! Prestige Awards Gala Presenting Sponsor	SOLD	<ul style="list-style-type: none">• Naming rights "Prestige Awards Gala, presented by (Sponsor Name)• Priority seating for sponsor guests• Onstage thank-you recognition by gala emcee• A single booth space in Vendor Alley• Listing as title sponsor of the PRESTIGE Awards Gala on the event schedule• Branding as both an SEC and PRESTIGE sponsor on event signage, website and print materials• 2 complimentary SEC registrations – includes PRESTIGE Awards Gala
NEW THIS YEAR! Wine Sponsor	\$10,000	<ul style="list-style-type: none">• Logo on website, social media posts x 2• Logo on event programming and tent cards on tables• Inclusion in post event video, logo on screen, partner recognition on badge (sponsor tag on name badge)• 2 mins on stage starting night that can include a 30s video and a cheers!• 2 complimentary SEC registrations – includes PRESTIGE Awards Gala

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PRESTIGE AWARDS SPONSORS

DESCRIPTION	PRICE	BENEFITS
STC Canadian Sport Event of the Year Group A: Event budget of \$1M to \$10M	SOLD	<ul style="list-style-type: none">• An on-stage speaking opportunity (2 minutes) during the Awards Presentation• A reserved gala seating in a prime location.• Logo on gala dinner menu• Photo opportunity with award winner• Branding in the PRESTIGE section of STC's website• An electronic copy of the SEC delegates' list following the event• Branding on PRESTIGE print material distributed onsite• Mentions in media releases, communications and promo related to the PRESTIGE program and awards• Minimum two pre-event tweets on @SportTourismCA and live tweeting during the event from @Events_STC to coincide with the onstage presentations• 30-second promo video with sound• Featured in gala highlight reel/recap communications.• Sponsor spotlight in event app• 1 complimentary SEC registration – includes PRESTIGE Awards Gala
STC Canadian Sport Event of the Year Group B: Event budget less than \$1M	SOLD	
STC International Sport Event of the Year Group A: Event budget of \$2M to \$10M	SOLD	
STC International Sport Event of the Year Group B: Event budget less than \$2M	\$5,000	
STC Sport Event Legacy of the Year	SOLD	
STC Sport Tourism Rising Star of the Year	SOLD	
STC Sport Tourism Volunteer of the Year	SOLD	
STC Marquee Sport Event of the Year	SOLD	
STC Sport Event Partnership of the Year	SOLD	
STC Sport Tourism Industry Champion	\$5,000	



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Have a Custom Activation Idea?

Looking for a standout way to connect with delegates?

We welcome your ideas for custom activations you'd like to sponsor - we'd love to hear them!

Example: sponsor a post-Gala "Recharge" Station — the perfect way to keep your brand front and centre after the evening's festivities.



Other ideas:

Wellness Lounge
Charging Stations / Device Bars
Sponsored Lounge
Networking Nooks / Coffee Corners

Bathroom Takeover Branding
Hydration Stations (water or beverage sampling)
Welcome Bags or Gift Items
and more...

If you are interested in a custom activation, contact us with your idea to explore the possibilities. secsponsorship@sporttourismcanada.com

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HOT TIP!

If you are a **Sponsor at SEC** you can add a booth in Vendor Alley for only:

\$2,000 CAD + TAX

Exhibitors in Vendor Alley who **combine exhibit space with sponsorship** marketing at the event report more booth traffic than standalone exhibitors or sponsors.

[View Vendor Alley Package](#)



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THE BUSINESS OF SPORT HAPPENS AT SPORT EVENTS CONGRESS

Sponsoring SEC26 – puts your brand at the heart of Canada's sport tourism industry, connecting you with hundreds of decision-makers from sport organizations, destinations, and event suppliers.

As the country's largest gathering of sport tourism professionals, SEC26 offers unparalleled visibility, powerful networking, and opportunities to align your brand with innovation, community impact, and economic growth. Tailored sponsorship packages ensure your investment delivers measurable value through exposure, relationship-building, and meaningful engagement with the leaders shaping the future of sport tourism in Canada.

**BECOME A SPONSOR
AT SEC26 TODAY!**

Contact Our Sponsorship Team:
secsponsorship@sporttourismcanada.com

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