



Les Clefs d'Or Canada  
12<sup>th</sup> National Congress  
Banff, Alberta February 4<sup>th</sup> - 8<sup>th</sup>, 2019



Dear Tourism Partner,

On behalf of the members of Les Clefs d'Or Canada, we invite you to participate as a sponsor of our 12<sup>th</sup> National Congress, proudly hosted in Banff, Alberta, from February 4th-8th 2019.

Les Clefs d'Or is an elite fraternity of Hotel Concierges dedicated to the achievement of exceptional service by connecting, educating, and inspiring members to consistently exceed our guest's expectations. It is through the trust and strength of the relationships established with valued partners, such as you, that we have been able to accomplish our success in Canada for the past 40 years!

Our hotel guests are your clients. The National Congress provides immediate and exclusive access to approximately 150 concierges from across Canada, with some representation from the United States and Internationally. These delegates represent the leading hotels and resorts brands including Ritz Carlton, Sofitel Hotels, Four Seasons and Resorts, Marriott Hotels, Starwood Hotels, Fairmont Hotels and Resorts, Trump Hotels, and InterContinental Hotel Group, and of course our hosts Sheraton Hotels.

This is a golden opportunity to increase awareness and enhance the visibility of your company to an attentive audience who, once inspired, will have the knowledge necessary to successfully promote your services. Your sponsorship presence at our congress will not only solidify and reinforce the loyalty of our members and your clients; it will more importantly provide great potential to reach new clientele across every major hotel brand.

Some of our past congress sponsors include American Express, Porter Airlines, Globe & Mail, Air Canada, NY Times Magazine, WHERE Magazine, Ogilvy's, Star One Promotions, Roots Canada, Prestige Map Publications, Marriott Hotels, InterContinental Hotels, Fairmont Hotels & Resorts, and many more. The continued support of these organizations over the years reinforces the fact that sponsorship is mutually beneficial.

Les Clefs d'Or Canada is a non-profit association; therefore we appreciate the financial support of tourism partners to successfully execute a congress of the highest caliber. The following pages outline the levels of sponsorship opportunities available.

To answer any questions or provide additional information on how we may work together to ensure our mutual success please feel free to contact us.

In Service Through Friendship,

Ms. Cindy Stewart  
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Co-Chair – National Congress 2019  
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On behalf of the Members of Les Clef d'Or Alberta we sincerely thank you for your time and consideration.  
Thank you for helping keep our beautiful corner of Canada a destination for travelers seeking the finest in life, and service.  
Most importantly, thank you for your support!



Les Clefs d'Or Alberta  
c/o Banff National Congress 2019  
P.O. Box 6074  
Banff, Alberta, T1L 1G9





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**Les Clefs d'Or Canada - A Member of Les Clefs d'Or Since 1976**

Les Clefs d'Or Canada has been fostering “Service through Friendship” for over 40 years. Through monthly meetings, annual congresses and frequent networking opportunities, our members and affiliates provide hotel guests with unparalleled service. From our six founding members, our membership has grown to over 150 Concierges in 87 of the finest hotels and resorts across Canada.

We are an association of professional Concierges and the symbol we wear on the lapels of our uniform, the crossed keys, is a welcoming sign to the experienced traveller. Les Clefs d'Or Canada is a member Section of Union Internationale des Concierges d'Hôtels “Les Clefs d'Or” (UICH). Founded on October 6, 1929, the French association of Les Clefs d'Or was responsible for the creation of the European Association in Cannes in 1952 and became the International Association in 1970. Today you can find our nearly 4000 Les Clefs d'Or Concierges in over 80 countries and 530 destinations. It is the very solidarity of its members that provides Les Clefs d'Or Concierges the network and knowledge to accomplish the impossible and to maintain the highest possible standards of services to our guests.

Over the past 20 years we have met annually with our colleagues from other provinces in cities such as Calgary, Montréal, Toronto, Québec City, and Vancouver. The following are the principle objectives of these National Congresses:

- Conduct our annual business meetings and open forum discussions allowing members the opportunity to participate nationally in the Association
- Educate our members through symposiums with guest speakers to impart new knowledge and provide continued training that can be shared with our home hotel properties
- Showcase the host city by allowing Concierges to experience firsthand the services and venues they are regularly called upon to recommend to guests
- Social aspects of the congress cement old friendships and create new ones ensuring our networking efforts continue to flourish and grow
- Display and exchange hotel sales and marketing materials

Our association prides itself on fostering the spirit, ideals and education related to Concierges providing the ultimate service enhancing a guest's experience in any destination. Our motto “Service through Friendship” is the corner stones of our Association and are adhered to by all member concierges around the world.

If you would like further information on Les Clefs d'Or Canada or opportunities related to our 2019 National Congress, we invite you to visit the following websites: [www.lesclefsdorcanada.org](http://www.lesclefsdorcanada.org). You may also obtain more information about our International Association by visiting the official website: [www.lesclefsdor.org](http://www.lesclefsdor.org)





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## Sponsorships Levels



### Double Black Diamond *All Access* Sponsorship: \$35,000

- Opportunity to meet and greet with the National Board
- Opportunity to provide personalized promotional materials for the National Board
- Custom Branding Activation in a Premium Congress Location
- Participate as an Advisor for the overall Congress planning
- 1st right of refusal room key cards with company logo as marketing for business
- Full page company ad in the Congress Program
- Company Logo on Les Clefs d'Or Canada Website
- Company Logo on 2019 Congress Website
- Company Promotional Materials in Welcome Package
- Attending Delegates to provide continual social media blitz during entire Congress

*All access for four (4) delegates including but not limited to:*

- *Invitation to the Opening Reception*
- *Invitation to the Educational Symposium*
- *Cheque presentation for Charity at Gala*
- *Invitation to the AGM (open portion)*
- *Invitation to the Closing Gala*
- *Invitation to Dine Around*



### Black Diamond *All Access* Sponsorship Package: \$25,000

- Opportunity to meet and greet with the National Board
- Opportunity to provide personalized promotional materials for the National Board
- Custom Branding Activation in a Premium Congress Location
- Full page company ad in the Congress Program
- Company Logo on Les Clefs d'Or Canada Website
- Company Logo on 2019 Congress Website
- Company Promotional Materials in Welcome Package
- Attending Delegates to provide continual social media blitz during entire Congress

*All access for two (2) delegates including but not limited to:*

- *Invitation to the Opening Reception*
- *Invitation to the Educational Symposium*
- *Invitation to Dine Around*
- *Invitation to the AGM (open portion)*
- *Invitation to the Closing Gala*



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## Sponsorships Levels



### Blue Run Sponsorship Package: \$15,000

- Full page company ad in the Congress Program
- Company Logo on Les Clefs d'Or Canada Website
- Company Logo on 2019 Congress Website
- Company Promotional Materials in Welcome Package
- Attending Delegates to provide continual social media blitz during entire Congress

*All access for one (1) delegates including but not limited to:*

- *Invitation to the Opening Reception*
- *Invitation to the Educational Symposium*
- *Invitation to Dine Around*
- *Invitation to the AGM (open portion)*
- *Invitation to the Closing Gala*



### Green Run Sponsorship Package: \$10,000

- Half page company ad in the Congress Program
- Company Logo on Les Clefs d'Or Canada Website
- Company Logo on 2019 Congress Website
- Company Promotional Materials in Welcome Package
- Attending Delegates to provide continual social media blitz during entire Congress

*Choice of inclusions for Congress Sponsorship:*

- *Invitation to the Opening Reception*
- *Invitation to the Educational Symposium*
- *Invitation to the AGM (open portion)*
- *Invitation to the Closing Gala*

### Customized Sponsorships:

- \$5,000 Bunnyhill Sponsor
- \$2,500 Magic Carpet Sponsor

*Other Sponsorships Opportunities Available:*



- Educational Symposium
- Closing Gala
- Opening Reception
- Dinner Closing Gala
- Marketplace/Tradeshaw
- Entertainment Closing Gala
- Lunches
- Congress Transportation
- Welcome Gifts for Delegates
- VIP Limousine Transport
- Congress Raffle Sponsor

