

28TH ANNUAL
**AMERICAN
INDIGENOUS
TOURISM
CONFERENCE**

SPONSOR PROSPECTUS



**INDIGENOUS TOURISM
IS SOVEREIGNTY IN ACTION**

OCTOBER 19-22, 2026 | TULALIP RESORT CASINO, TULALIP, WA



**AMERICAN
INDIGENOUS
TOURISM
ASSOCIATION**



**AMERICAN
INDIGENOUS
TOURISM
CONFERENCE**

WWW.AMERICANINDIGENOUSTOURISM.ORG/AITC #AITC2026



**AMERICAN
INDIGENOUS
TOURISM**
CONFERENCE

35+

**STATES
REPRESENTED**

80+

**OF THE ATTENDEES
TRIBAL NATIONS
REPRESENTED**

37%

**EXECUTIVE OR
DIRECTOR-LEVEL
ATTENDEES**

58%

**IDENTIFY AS
INDIGENOUS**

20+

**INDUSTRY
SECTORS**

**THE AMERICAN
INDIGENOUS TOURISM
CONFERENCE IS THE ONLY
NATIONAL CONFERENCE
DEDICATED TO GROWING
CULTURAL TOURISM IN
AMERICA'S INDIGENOUS
COMMUNITIES.**



ABOUT THE AMERICAN INDIGENOUS TOURISM CONFERENCE

Now in its 28th year, the **American Indigenous Tourism Conference (AITC)** is the only national event dedicated to advancing cultural tourism in Indigenous communities across the U.S. Each year, AITC brings together more than **300 attendees**, offering unparalleled networking opportunities, dynamic keynote sessions, and insightful breakout discussions led by top hospitality industry experts.

THE IMPACT OF TOURISM ON THE U.S. ECONOMY Tourism plays a vital role in the American economy, contributing nearly **3% of the national Gross Domestic Product** and supporting **9.5 million jobs**. Indigenous lands offer unique cultural, heritage, culinary, and agritourism experiences, creating significant economic benefits for Indigenous communities. Additionally, **Native American, Alaska Native, and Native Hawaiian** enterprises contribute to local, regional, state, and federal tax bases, making Indigenous tourism a powerful driver of economic growth.

THE STRENGTH OF INDIGENOUS-OWNED HOSPITALITY BUSINESSES The hospitality sector is a key industry for Indigenous entrepreneurs, with **one in four Indigenous-owned businesses** operating in tourism-related fields. These businesses, totaling more than **40,000**, employ over **110,000 Indigenous and non-Indigenous workers** and generate more than **\$11.6 billion in annual sales**. Notably, Indigenous hospitality businesses **outperform** their non-hospitality counterparts in both revenue and employment, highlighting the sector's strong potential for continued growth.

AITC'S ROLE IN INDIGENOUS TOURISM The **American Indigenous Tourism Conference** fosters greater inclusion of Indigenous voices within the broader tourism industry while empowering Indigenous Nations and communities to define and achieve their own success in cultural tourism. AITC serves as a platform for critical discussions, equipping Indigenous businesses and communities with the resources needed to **develop, grow, and sustain** American Indigenous tourism initiatives.

SPONSOR AITC

Sponsors of AITC play a crucial role in advancing Indigenous tourism by supporting American Indigenous Tourism Association's mission to create economic opportunities for Native Nations and communities. Sponsorship helps fund essential programs, training, and strategic initiatives that promote sustainable cultural tourism across Indigenous lands.

AITC 2026 - JOIN US IN WASHINGTON STATE!

The **28th Annual American Indigenous Tourism Conference** will take place **October 19-22, 2026**, at **Tulalip Resort Casino** in **Tulalip, Washington**, on the homelands of the **Tulalip Tribes**. Don't miss this opportunity to connect, learn, and contribute to the growth of American Indigenous tourism.



←
**DISCOVER
MORE
DETAILS!**



**AMERICAN
INDIGENOUS
TOURISM
CONFERENCE**

SPONSORSHIP LEVELS

PRESENTING SPONSOR

2 Available From \$50,000

- 10 Full Access Passes Plus All Sponsorship Benefits
- Speaking Opportunity

PLATINUM SPONSOR

2 Available From \$25,000

- Both Sponsorship Options
- OPTION 1:**
 - Excellence in Indigenous Tourism Awards Gala Sponsor
 - Listed as Event Sponsor in all Marketing Materials and Press Release Announcements for Awards Gala

OPTION 2:

- Transportation Sponsor
- Listed on Welcome Signage at Seattle-Tacoma International Airport (SEA) and on Last Day at Tulalip Resort Casino
- All benefits for Transportation Sponsorship (listed on next page)

AMBER SPONSOR

2 Available From \$15,000

- Heart Speaks Closing Session, Transportation or Audio-Visual Sponsor
- Full Screen Logo Display During 'The Heart Speaks' Closing Session

GOLD SPONSOR

4 Available From \$10,000

- AITC Keynote Luncheons (Tuesday, Wednesday)
- Breakfast Sponsor (Tuesday, Thursday)
- 5 Minute Speaking Opportunity Meal Sponsors

SILVER SPONSOR

6 Available From \$7,500

- American Indigenous Tourism Association Lounge Sponsor
- AITC Name Badge Sponsor
- Entertainment Sponsor (2)
- Charging Station Sponsor
- Conference App Sponsor

BRONZE SPONSOR

9 Available From \$5,000

- Continental Breakfast (Wednesday)
- Exhibit Hall Mid-Morning Coffee Break (Tuesday, Wednesday, Thursday)
- Afternoon Snack & Chat Break (Tuesday, Wednesday, Thursday)
- Sustainability Sponsor (Logo on Waterbottles)
- Keynote & Speaker Gifts



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SPONSOR BENEFITS

| | | PRESENTING SPONSOR \$50,000+ | PLATINUM SPONSOR \$25,000+ | AMBER SPONSOR \$15,000+ | GOLD SPONSOR \$10,000+ | SILVER SPONSOR \$7,500+ | BRONZE SPONSOR \$5,000+ |
|--|---|---------------------------------|-------------------------------|----------------------------|---------------------------|----------------------------|----------------------------|
| COMPLIMENTARY CONFERENCE REGISTRATION | Number of Full-Access Conference Badges | 10 | 5 | 4 | 3 | 2 | 1 |
| RESERVED SEATING | Number of Reserved Tables at All Plenary Sessions <i>(All seated guests must be registered attendees)</i> | 2 | 1 | 1 | 1 | 1 | 1 |
| VIP BREAKFAST | Attendance at an Exclusive VIP Breakfast | 4 | 2 | 2 | 2 | 1 | 1 |
| EXHIBIT BOOTHS | Complimentary Exhibit Booth Spaces | 2 | 1 | 1 | 1 | 1 | 1 |
| CONFERENCE SIGNAGE | Logo Displayed on Signage Recognizing All Sponsors and Displayed at All Plenary and Breakout Sessions Logos on Screen in All Plenary Sessions | • | • | • | • | • | • |
| | Logo and Company Name Displayed Under "Sponsored by" on Conference Signage at One Plenary Session and/or Sponsored Luncheon | • | • | • | • | | |
| | Printed Signage with Logo and Company Name Displayed Under "Sponsored by" at One Breakfast/Snack Session or Other Sponsor Opportunity | | | | | • | • |
| | Pull-up Banner Display at One Plenary Session <i>(Banner must be provided by sponsor)</i> | • | • | • | • | | |
| PROMOTIONAL MATERIAL | Opportunity to Place One Piece of Marketing Collateral in Conference Bag <i>(Material must be provided by the sponsor)</i> | • | • | • | • | • | • |
| DIGITAL CONFERENCE PROGRAM | Advertising in Conference Program <i>(Sponsor provide fully designed, digital ad)</i> | Full-page ad, back cover | Full-page ad | ½ page ad | ½ page ad | ½ page ad | ¼ page ad |
| | Logo on Sponsor Page in Conference Program | • | • | • | • | • | • |
| CONFERENCE APP | Logo & Link on Conference App | • | • | • | • | • | • |
| | Push Notifications Via Conference App | 2 per day | 1 per day | 1 per day | 3 per week of conference | 2 per week of conference | 1 per week of conference |
| | Rotating 300x250 Ad on Conference App | • | • | • | • | | |
| | Static Logo on Conference App | • | • | • | • | • | • |
| PRE-CONFERENCE MARKETING | Logo and Link on Conference Website Home Page | • | • | • | • | • | • |
| | Recognition Announcements on AIT Social Media Platforms | • | • | • | • | • | • |
| AIT MEMBERSHIP | Presenting Sponsor Receives a Complimentary Corporate Membership-All others Receive a Tribal/Tribal Business Membership | 1 | 1 | 1 | 1 | 1 | 1 |

To improve our sustainable practice at American Indigenous Tourism Conference, we utilize a digital conference program.



ADDITIONAL SPONSOR **LEVELS**

BUSINESS OF ART

From \$5,000

The 2026 Business of Art Seminar at the AITC is designed for Indigenous artists and to help Native Nations and communities develop or expand their programs for artists and to provide professional development for artists.

- **Sponsor of Business of Art and Artist Demonstration**
- **One AITC Registration**
- **Complimentary Artist Booth**
(courtesy of sponsor)
- **Name & Logo on all Business of Art Promotional Materials**
- **Recognition in AITC Digital Program, AmericanIndigenousTourism.org, and Conference App**

TRIBAL TEAM

From \$3,500

- **Three AITC Registrations** *(for the same Tribe or Organization)*
- **One-Year American Indigenous Tourism Association Tribal/Business Membership**
- **Recognition in AITC Digital Program, Promotional Materials, AmericanIndigenousTourism.org, and Conference App**



DISCOVER
MORE
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EMERGING LEADERS

From \$2,500

- **Tribe, Enterprise, Organization or Business Membership**
- **One AITC Registration + One Sponsored Student Registration** *(tourism/hospitality)*
- **Recognition in AITC Digital Program, AmericanIndigenousTourism.org, and Conference App**

FRIENDS OF AMERICAN INDIGENOUS TOURISM ASSOCIATION

From \$1,500

- **Name Listed on Sponsor Page in AITC Digital Program**
- **Name Listed on AmericanIndigenousTourism.org**
- **Logo on AITC Conference App**
- **One-Day Conference Registration**

EXCELLENCE IN INDIGENOUS TOURISM AWARDS TABLE

From \$1,000

- **Table of Eight to the Excellence in Indigenous Tourism Awards Gala** *(All registered AITC attendees will receive one complimentary admission to the Excellence in Indigenous Tourism Awards Gala. Additional tickets are available for \$150 per person. AITC registration is not required)*

EXHIBITOR & ARTISAN INFORMATION

Exhibitor and Artist booth registrations include access to the exhibit hall and networking opportunities. To enjoy the full conference experience, including educational sessions and programming, we invite you to register for a full conference pass. **Must be 18 and over to attend unless registered for the youth track(s).**

EXHIBIT BOOTH FEE(S)

| | MEMBER | NON-MEMBER |
|------------------------------------|---------|------------|
| Early (Prior to June 30) | \$1,000 | \$1,200 |
| Standard (July 1 – Aug. 31) | \$1,150 | \$1,350 |
| Late (Starts Sept. 1) | \$1,350 | \$1,450 |

ARTISAN BOOTH FEE(S)

| | MEMBER | NON-MEMBER |
|------------------------------------|--------|------------|
| Early (Prior to June 30) | \$400 | \$500 |
| Standard (July 1 – Aug. 31) | \$450 | \$600 |
| Late (Starts Sept. 1) | \$500 | \$700 |

EXHIBIT HALL SCHEDULE

MOVE-IN

Monday, Oct. 19
1:00 p.m. – 5:00 p.m.

SHOW HOURS

Tuesday, Oct. 20
7:30 a.m. – 5:00 p.m.

Wednesday, Oct. 21
7:30 a.m. – 5:00 p.m.

Thursday, Oct. 22
7:30 a.m. – 5:00 p.m.

MOVE-OUT

Thursday, Oct. 22
4:00 p.m. – 10:00 p.m.

EXHIBITOR BOOTH PACKAGE

One 6' Table, Two Chairs
and One Wastebasket

Booth ID Sign with Pipe and
Drape

Access to Snacks Provided
in the Exhibit Hall

Full Meal Ticket(S) -
Exclusive 2026 AITC Offer

Two Exhibitor Registrations
Complimentary Wi-Fi

ARTISAN BOOTH PACKAGE

Two "ARTISAN" Wristbands

One 6' Table, Two Chairs
and One Wastebasket
(No outside tables allowed, additional
tables available for fee)

Booth ID Sign

Access to Snacks Provided
in the Exhibit Hall

Complimentary Wi-Fi

ADVERTISING & PROMOTIONAL OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISING

Deadline: August 1, 2026

| | |
|-------------------------------------|---------|
| Full Page (8" wide x 10.5" high) | \$1,000 |
| Half Page (8" wide x 5" high) | \$750 |
| Quarter Page (3.75" wide x 5" high) | \$500 |

AITC CONFERENCE APP ADVERTISING

| | |
|----------------------------------|-------|
| Static Logo Banner | \$400 |
| Push Notification (each message) | \$150 |

AD SPECS

Resolution: 300 dpi minimum File Type: JPG, PDF, PSD, EPS (vector file preferred)
Send to: sbowman@americanindigenoustourism.org

AITC CONFERENCE REGISTRATION

| | EARLY <i>Prior to June 30</i> | STANDARD <i>July 1 - Aug. 31</i> | LATE/ON-SITE <i>Sept. 1</i> |
|---------------------------|---|--|---------------------------------------|
| Member | \$845 | \$945 | \$1,045 |
| Non-Member | \$1,015 | \$1,115 | \$1,215 |
| Student/Senior (62+) | \$550 | \$625 | \$700 |
| One-Day | \$525 | \$625 | \$625 |
| Speaker (One-Day) | Comp | Comp | Comp |
| Speaker (Full Conference) | \$525 | \$525 | \$525 |



**AMERICAN
INDIGENOUS
TOURISM
ASSOCIATION**

QUESTIONS? LET'S CONNECT!

SPONSOR, EXHIBITOR & ARTISAN BOOTH

events@americanindigenoustourism.org

AMERICAN INDIGENOUS TOURISM ASSOCIATION

5366 Snyder Avenue
Carson City, NV 89701
(505) 724-3592
events@americanindigenoustourism.org

PAYMENT PROCESSING

Jenni King
jenni@jkingconsult.com

ROOTED IN **CULTURE**. DRIVEN BY **COMMUNITY**. POWERED BY **TOURISM**.