NORTHERN ALBERTA TOURISM SUMMIT

Be part of an exciting journey to bring to the world what we've always known is special about Northern Alberta.

APRIL 12-14, 2027

PEACE RIVER, ALBERTA

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ABOUT THE SUMMIT

Mighty Peace Tourism, in collaboration with Lakes of the North Regional Tourism Society and Grande Prairie Regional Tourism Association, is excited to host the second Northern Alberta Tourism Summit in Peace River. This event will bring together tourism operators, municipalities, entrepreneurs, organizations, and industry leaders from across Northern Alberta to share ideas, build connections, explore opportunities, and help strengthen the region's visitor economy.

This year's theme, "Sustainable & Resilient Tourism," will focus on the future of tourism in Northern Alberta and explore important conversations surrounding community sustainability, workforce development, entrepreneurship, regional collaboration, destination growth, and the evolving opportunities and challenges facing rural tourism communities.

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ABOUT US

Mighty Peace Tourism is the DMO for the Peace & Smoky River regions of Alberta. It promotes people, places and experiences across Alberta's Peace Region to all visitors. Its mission is to inspire visitor exploration across Alberta's Peace Region by being a destination of choice.

Lakes of the North Regional Tourism Society is the destination marketing organization (DMO) connecting communities, cultures, and experiences across northern Alberta. Working collaboratively with municipalities, First Nations, tourism operators, and community partners, we grow and promote tourism across a region connected by water, wilderness, and adventure.

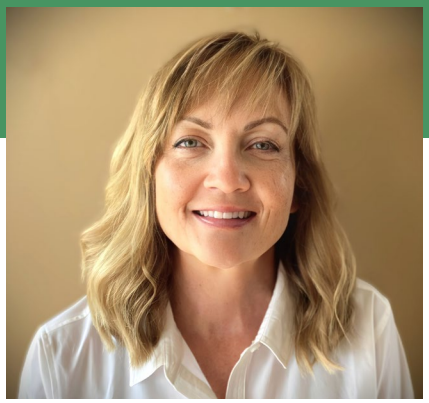
Grande Prairie Regional Tourism Association is the destination marketing organization (DMO) for northwestern Alberta serving as a champion for regional tourism that will engage in marketing, advocacy and educational activities.

SUMMIT PLANNING COMMITEE

JASMIN GREAVETT

Executive Director

Grande Prairie Regional Tourism Association



TAMMY BRAUER

Executive Director

Mighty Peace Tourism Association

SHAUNA FIDDLER

Executive Director

Lakes of the North Regional Tourism Society

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WHY SPONSOR THE NORTHERN ALBERTA TOURISM SUMMIT?

Sponsoring the Northern Alberta Tourism Summit is an opportunity to support the continued growth, sustainability, and long-term success of tourism, entrepreneurship, workforce development, and rural communities across Northern Alberta. This event will bring together tourism operators, municipalities, economic development organizations, entrepreneurs, community leaders, and industry partners from throughout the region, creating valuable opportunities for visibility, networking, collaboration, and regional investment. Sponsors will be recognized as organizations that support innovation, resilience, quality of life, and the continued growth of Northern Alberta's visitor economy.

WHO IS OUR AUDIENCE?

The Northern Alberta Tourism Summit will attract a diverse audience from across Northern Alberta, including tourism operators, entrepreneurs, municipalities, Indigenous organizations, chambers of commerce, economic development professionals, event organizers, hospitality businesses, community leaders, recreation groups, destination marketing organizations, non-profits, government representatives, and industry partners. Attendees will come together to share ideas, build connections, explore opportunities, and gain valuable insights that support vibrant, resilient, and sustainable northern communities.

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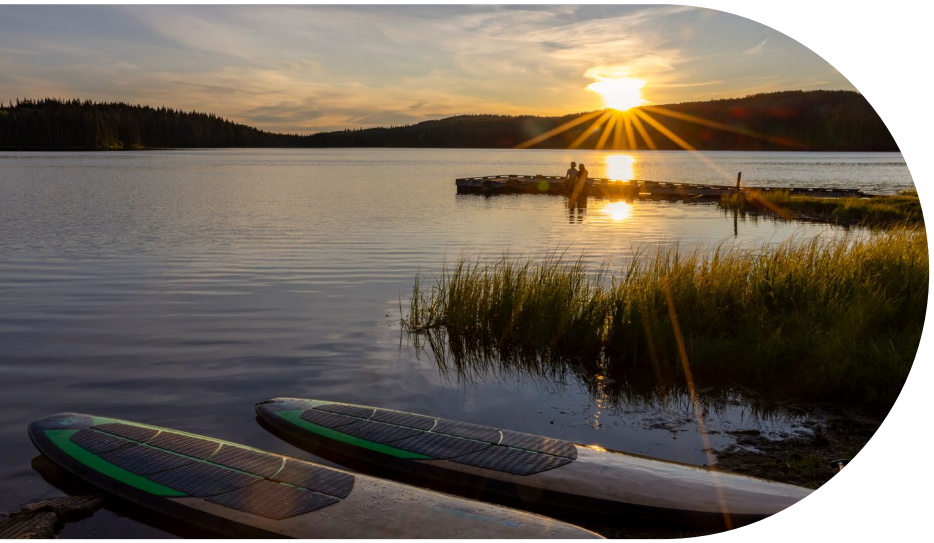

WHAT TO EXPECT

The summit experience will begin with an informal opening mixer the evening before the conference officially starts, as Peace River welcomes delegates from across Northern Alberta for an evening of networking, conversation, and connection at a local business venue. This relaxed kick-off event will provide attendees with an opportunity to meet fellow operators, speakers, entrepreneurs, community leaders, and industry partners while experiencing local hospitality and setting the stage for an engaging and collaborative summit experience.

The following two days will feature inspiring keynote speakers, engaging discussions, educational sessions, networking opportunities, and practical ideas designed to support the future of tourism and community development across Northern Alberta. Attendees can expect to hear from industry leaders, tourism professionals, entrepreneurs, marketing specialists, economic development experts, and innovators who understand the unique opportunities and challenges facing rural and northern communities.

Topics throughout the summit will explore areas such as sustainable and resilient tourism, experience development and packaging, destination marketing, digital trends and tourism technology, workforce development, entrepreneurship, rural revitalization, regional collaboration, investment attraction, and creating memorable visitor experiences that strengthen local economies and enhance quality of life throughout Northern Alberta communities.

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BUILD YOUR SPONSORSHIP MENU

Choose the opportunities that best showcase your organization—or combine several to make an even greater impact.

1. SIGNATURE EXPERIENCES

	OPPORTUNITY	AVAILABLE	PRICE EACH
☐	Opening Evening Mixer	1	$5,000
☐	Taste of the Peace Evening Mixer	1	$5,000

2. THOUGHT LEADERSHIP

	OPPORTUNITY	AVAILABLE	PRICE EACH
☐	Keynote Speaker	4	$5,000
☐	Breakout Session or Panel	8	$2,500
☐	Lunch Speaker	2	$2,000

3. HOSPITALITY AND NETWORKING

	OPPORTUNITY	AVAILABLE	PRICE EACH
☐	Lunch	2	$3,500
☐	Breakfast	2	$2,500
☐	Morning Coffee Break	2	$1,000
☐	Afternoon Coffee Break	2	$1,000
☐	Green Room Refreshments	2	$500

The number, format and timing of keynote presentations, breakout sessions and other program elements may change as the schedule is finalized. If a change affects a selected sponsorship opportunity, Mighty Peace Tourism will work with the sponsor to provide comparable recognition and benefits.

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4. WELCOME AND REGIONAL SHOWCASE

	OPPORTUNITY	AVAILABLE	PRICE EACH
☐	Artisan Market	1	$2,500
☐	Attendee Welcome Bags	1	$5,000
☐	Speaker Welcome Bags	1	$2,000

SPONSORSHIP BENEFITS

TOTAL CONTRIBUTION	SPONSOR BENEFITS
$500–$1,999	**Bronze Boreal:** Linked logo on the summit webpage and in the program; shared on-screen recognition; signage and recognition at the sponsored activity
$2,000–$3,499	**Silver Stars:** All benefits below, with priority logo placement, priority on-screen recognition, verbal recognition and an opportunity to display promotional materials
$3,500–$4,999	**Gold Harvest:** All benefits below, with premium logo placement, premium on-screen recognition, prominent verbal recognition and **one complimentary summit registration**
$5,000 or more	**Platinum Peace:** All benefits below, with the highest level of sponsor visibility and recognition, plus **two complimentary summit registrations**

SPONSORS WILL RECEIVE:

- Logo placement on summit webpage
- Recognition in event program
- Verbal recognition during the sponsored activity/session
- Signage at the sponsored location/activity
- Opportunity to display promotional materials or branded items

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BUILD YOUR SPONSORSHIP MENU

BUSINESS/ORGANIZATION:

WEBSITE:

FIRST NAME:

LAST NAME:

EMAIL:

PHONE NUMBER:

YOUR SELECTIONS TOTAL: $

YOUR CONTRIBUTION & RECOGNITION LEVEL:

ONCE YOUR FORM IS COMPLETE PLEASE SEND TO **ADMIN@MIGHTYPEACE.COM**

READY TO SPONSOR? WE'D LOVE TO HEAR FROM YOU!

Please email us with your preferred
sponsorship level and invoicing information.

OUR CONTACT

PHONE NUMBER:
780-332-2363

EMAIL ADDRESS:
adming@mightypeace.com

LOCATION
Peace River, Alberta