

SEEBBC 2026

SPORT EVENT EXCHANGE BC

POWER IN PARTNERSHIP

SPONSORSHIP OPPORTUNITY PACKAGE

SEEBBC 2026

SPORT EVENT EXCHANGE BC

NOV 18-19, 2026

THE WESTIN WALL CENTRE AIRPORT HOTEL,
RICHMOND, BC

IN COLLABORATION WITH

RICHMOND
**SPORT
HOSTING**

**SPORT
BC**



TOA CONSULTING

SEEBC 2026

SPORT EVENT EXCHANGE BC

“SEEBC was an educational and thoughtful event that truly brought people together from across BC’s sport sector. The conversations with Provincial Sport Organizations were incredibly valuable and helped highlight Prince George as a strong host community. Thank you to Sport BC, Richmond Sport Hosting and TOA Consulting for creating such a meaningful first-year gathering.” - Carmen Herman, Interim Chief Executive Officer

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OVERVIEW

Sport Exchange BC (SEEBBC) 2026 is a two-day sport tourism industry forum bringing together British Columbia's destination marketing organizations, municipalities, provincial sport organizations, multi-sport organizations, disability-sport organizations, BC-based national sport organizations, local sport organizations, sport event rights holders, and venue owners/operators. Designed to strengthen collaboration, build capacity, and spark new opportunities in sport event hosting, this initiative is a first-of-its-kind knowledge exchange and relationship-building event for the sport event sector in British Columbia.

The event will feature engaging keynotes, panel discussions, networking sessions, roundtables, and opportunities to explore partnerships between sport organizations, municipal, and tourism professionals.

OUR AUDIENCE

SEEBBC 2026 is expected to attract over 150 decision-makers and leaders from across the sport and tourism sectors in British Columbia, including:

- Destination Marketing Organizations (DMOs)
- Provincial, Multi-Sport, and Disability Sport Organizations (PSOs/MSOs/DSOs)
- BC-based National Sport Organizations
- Municipal sport, event, and tourism leaders
- Provincial / Territorial Aboriginal Sport Body (I·SPARC)
- Venue owners / operators
- Private sector vendors and service providers
- Government and funding agency representatives

WHY PARTNER WITH US?

Sponsoring SEEBC 2026 provides direct access to a curated audience of sport and tourism leaders from across the province. Your brand will be recognized as a champion of sport tourism development in British Columbia, with meaningful exposure before, during, and after the event.

As a sponsor, you will:

- Enhance visibility with key decision-makers and procurement leads
- Position your brand at the forefront of a fast-growing sector
- Build meaningful relationships with sport and tourism sector partners
- Contribute to the growth and collaboration of BC's sport tourism ecosystem

WHO ATTENDED SEEBBC 2025

94Forward
Arbutus Meadows
Badminton BC
BC Adaptive Snowsports
BC Alpine Ski Association
BC Athletics
BC Diving
BC Hockey
BC Recreation and Parks Association
BC Senior Games Society
BC Soccer
BC Sport Cheer
BC Wheelchair Basketball
BC Wheelchair Sports Association
BC Wrestling
BMX Canada
Boxing BC
Camosun College Sport Management
Canada Running Series
Canadian Blind Sports Association
Capilano University
City of Coquitlam
City of Fort St John
City of Kamloops
City of Maple Ridge
City of Port Coquitlam
City of Richmond
City of Surrey
City of Richmond
Click N Stay
Cowichan Valley Regional District
Crankworx Events Inc
Curl BC
Destination BC
Destination Osoyoos

Discover Langley City
Discover Surrey
Engage Sport North
Executive Hotels
Fairway Gorge Paddling Club Society
Fora Travel
Fraser Valley Chess Academy
Freestyle Ski BC
Gorge Narrows Rowing Club
Greater Victoria Sport Tourism Commission
Gymnastics BC
Horse Council BC
Humanity in High Performance Consultation Co.
I-SPARC
Impact Canopy
Inclusion in Canadian Sports Network (ICSN)
ISB Global Services / oneBADGEsport
ITP Sport & Recreation Inc.
Legacy Sport Club / Whistler Sport Legacies
M1 Sports Management Inc
McLean Sport and Strategy Inc
Métis Nation British Columbia (MNBC)
Nelson Kootenay Lake Tourism
Odtaet Medical Inc
OneAbility Games
Pacific Sport Fraser Valley
Primetime Sports Company
Richmond Destination Hotel Association
Richmond Olympic Oval
Richmond Sport Hosting
Ringette BC
Rowing BC
SEA2SKY Events LTD
Skate Canada BC/YT
Snuneymuxw First Nation

Softball BC
Special Olympics British Columbia
Sport BC
Sport Burnaby
Sport for Life
Sport Hosting Vancouver
SportMedBC
Squash BC
Sunshine Coast Tourism
Surrey Hotel and Motel Association
Swim BC
Ten Feet Sports & Entertainment - Langley Events Centre
Tennis BC
The Nest Sports Inc
Toa Consulting
Tourism Chilliwack
Tourism Fernie Society
Tourism Kamloops
Tourism Langley
Tourism Nanaimo
Tourism Prince George
Tourism Vernon
tpb strategic counsel
Triathlon BC
Vancouver Whitecaps FC
Vancouver's North Shore Tourism Association
Volleyball BC
VBS Apparel
Whistler Athletes' Centre / Whistler Sport Legacies
World Hockey Alliance Inc.
BC Floorball
World Leisure Centre of Excellence at Vancouver Island University
Yumebau Inc.

SEEBC 2025 HIGHLIGHTS

186 Attendees

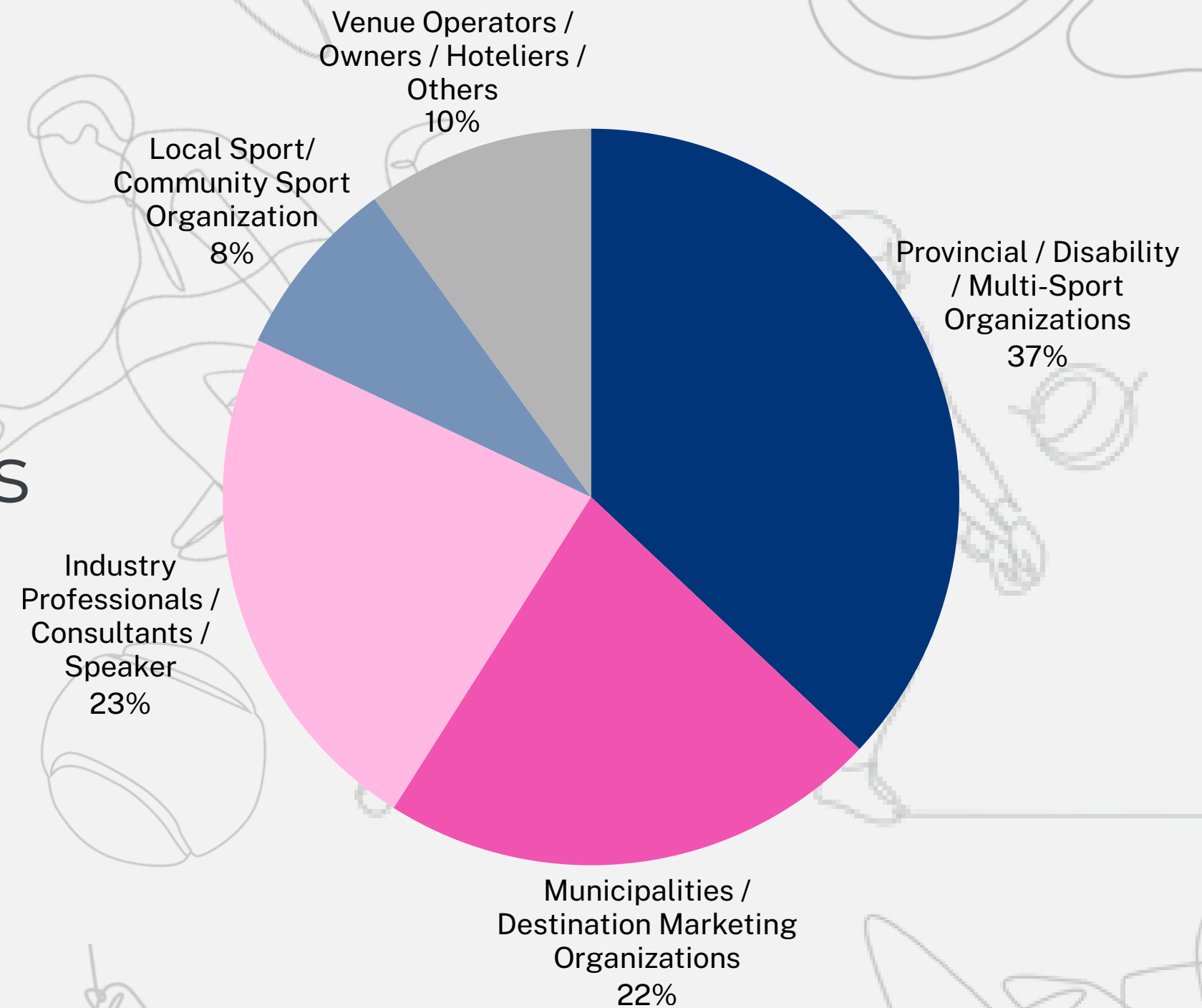
17 Sponsors & Vendors

28 Provincial Sport Organizations

27 Municipalities/Destination Marketing Organizations

Profile of Attendees

- CEOs, Executive Directors, and Presidents
- Municipal leaders in sport, recreation, and event hosting
- Tourism and destination leaders
- Event organizers and rights holders
- Consultants and product/service providers to the sector



SEEBC 2025 was rated “Very Good” or “Excellent” by the majority participants

PRESENTING SPONSORS

\$20,000 (3 spots)

BENEFITS

- Naming rights: Sport Exchange BC presented by [Your Brand]
- Podium speaking opportunity and formal recognition during opening and/or lunch and/or closing remarks
- Premium logo placement across signage, digital, media, and printed collateral
- Two (2) complimentary registrations
- Feature in event communications pre- and post-event
- Branded sponsor table in vendor alley

SOLD OUT

PREMIER PARTNER

\$5,000 (2 SPOTS)

BENEFITS

- Logo displayed on all signage (onsite and digital)
- Acknowledgements in pre-/post- event communications
- Verbal recognition throughout the day
- Opportunity to open a plenary session
- Two (2) complimentary registrations
- Vendor alley activation opportunity
- Inclusion on Vendor Alley floor map
- Social media acknowledgment
- Access to event photography and conference contact list

SOLD OUT

SUPPORTING PARTNER

\$3,000 (3 SPOTS)

BENEFITS

- Logo placement on the event webpage, registration platform, and on-site signage
- 6' vendor table in Vendor Alley
- Inclusion on Vendor Alley floor map
- Two (2) complimentary registrations
- Opportunity to open a breakout session
- Inclusion in post-event communications and thank-you recognition
- Social media acknowledgment
- Access to event photography and conference contact list

**2 SPOTS
LEFT**



EVENT APP SPONSOR

\$2,500 (1 SPOT)

BENEFITS

- Logo placement on event app
- Logo placement on the event webpage, registration platform, and on-site signage
- One (1) complimentary registration
- Social media acknowledgment
- Inclusion in post-event communications and thank-you recognition
- Access to event photography and conference contact list

POWER PLAY MEETINGS SPONSOR \$2,000 (1 SPOT)

BENEFITS

- Logo placement on the event webpage, registration platform, and on-site signage
- Logo on Power Play signage
- Recognition during Power Play Meetings
- One (1) complimentary registration
- Opportunity to open the Power Play Meeting session
- Social media acknowledgment
- Access to event photography and conference contact list
- Inclusion in post-event communications and thank-you recognition

REGISTRATION SPONSOR

\$2,000 (1 SPOT)

BENEFITS

- Logo opportunity on event badge and lanyard
- Logo placement on the event webpage, registration platform, and on-site signage
- Branding and signage at registration table
- One (1) complimentary registration
- Social media acknowledgment
- Access to event photography and conference contact list
- Inclusion in post-event communications and thank-you recognition

YEAR-IN-REVIEW SPONSOR

\$2,000 (1 SPOT)

BENEFITS

- Presenting Year in Review Social
- Opportunity to open the social
- One (1) complimentary registration
- Logo placement on the event webpage, registration platform, and on-site signage
- Social media acknowledgment
- Access to event photography and networking contact list
- Inclusion in post-event communications and thank-you recognition

VENDOR ALLEY EXHIBITORS

\$1,500 (6 SPOTS)

BENEFITS

- 6' table in Vendor Alley
- Inclusion on Vendor Alley floor map
- One (1) complimentary registration
- Logo placement on the event webpage, registration platform, and on-site signage
- Social media acknowledgment
- Inclusion in post-event communications and thank-you recognition
- Access to event photography and networking contact list

SOCIAL ENGAGEMENT SPONSOR

\$750 (4 SPOTS)

BENEFITS

- Branding and recognition during one of the meal breaks
- Optional social giveaway collaboration
- Logo placement on the event webpage, registration platform, and on-site signage
- Day of social media mention
- Access to event photography and networking contact list

**3 SPOTS
LEFT**

VENDOR MAP

Airport Ballroom

Plenary Sessions, Break Out Sessions, and Roundtables

Registration

Vendor

Steveston, Bridgeport, Lulu Island, and Gulf of Georgia
Georgia

Break Out Sessions,
Roundtables, and Power
Play Meetings

Coffee

Vendor

Vendor

Vendor

Food

Vendor

Vendor

Vendor

Sponsorship Level	Logo placement on the event webpage, registration platform, and on-site signage	Logo placement opportunity aligned with sponsor package	Acknowledgements in pre/post event communications	Verbal recognition throughout the day	Opportunity to open a session	Complimentary registration(s)	Vendor Alley Activation	Social media acknowledgment	Access to event photography and conference contact list
Presenting Sponsor (3)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premier Partner (2)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Supporting Partner (3)	✓	✓	✓		✓	✓	✓	✓	✓
Event App Sponsor (1)	✓	✓	✓			✓		✓	✓
Power Play Meetings Sponsor (1)	✓	✓	✓		✓	✓		✓	✓
Registration Sponsor (1)	✓	✓	✓			✓	✓	✓	✓
Year-in-Review Sponsor (1)	✓	✓	✓		✓	✓		✓	✓
Vendor Alley Exhibitor (6)	✓		✓			✓	✓	✓	✓
Social Engagement Sponsor (4)	✓	✓	✓					✓	✓

READY TO SPONSOR? LET'S CONNECT!

**To confirm your sponsorship or request a customized
brand activation opportunity, please contact:**

Justine Cheng

Co-Chair – SEEBBC 2026

Manager, Richmond Sport Hosting

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