



# COME LEAD WITH US

Cultural Awareness  
Training  
Sponsorship

Indigenous  
Tourism Alberta



# About Us

Indigenous Tourism Alberta (ITA) encourages and promotes authentic Indigenous tourism that showcases the unique and immersive experiences offered by its members throughout our four regions; North, Central and Southern Alberta as well as the Rockies. ITA's goal is to enhance economic viability, further engage and support our Indigenous peoples, and nurture these partnerships throughout the province by sharing our stories, culture, and experiences with a global audience.

## Indigenous Tourism Alberta Cultural Awareness Training

Please join us for a one day training aimed to help those working in the tourism industry broaden their understanding of Indigenous peoples, land, and Indigenous tourism. Indigenous Tourism Alberta (ITA) hosts a Cultural Awareness Training that takes participants through aspects of history and cultural understanding, focusing on Indigenous tourism and responsibility in promoting and best practices of authentic Indigenous tourism experiences. Knowledge is catered to the specific area each training is located. Immerse yourself in a culturally rich day- visit an Indigenous venue, meet an Indigenous caterer, and speak with successful Indigenous tourism operators all in the region where you work and play.

Our workshop has undergone an extensive research process to support the development of this program-connecting with both the Indigenous community and tourism operators including DMOs to identify needs, knowledge gaps, and priorities.

This program intends to:

- Help non-Indigenous stakeholders and tourism operators understand the history and cultural diversity of Indigenous communities in Alberta;
- Promote respect, responsibility, and reciprocity as a foundational approach to relationship building between Indigenous communities and businesses and non-Indigenous tourism partners for the benefit of both.

To date, ITA has trained over 400 Industry professionals, which has led to increased understanding, partnership creation and growth of the Indigenous Tourism Industry, making Alberta the Canadian leader in Indigenous Tourism growth, marketing and experiences.

# WHY SPONSOR CULTURAL AWARENESS IN YOUR REGION?

## WHY BECOME A PROUD SPONSOR?

Sponsoring a Cultural Awareness training in your region is more than just a partnership; it's a commitment to promoting cultural diversity, sustainable, economic empowerment and essential learning. As a highly-valued sponsor, you'll be supporting a vital initiative that:

- **Cultural Enrichment:** Sponsorship of Indigenous cultural awareness training contributes to preserving and celebrating the rich heritage and traditions of Indigenous peoples in Alberta.
- **Responsible Tourism:** Support for this training promotes responsible and respectful tourism, fostering a deeper understanding of Indigenous culture among tourists.
- **Cultural Sensitivity:** Sponsoring such training ensures that tourism operators and staff possess the necessary knowledge and sensitivity to appropriately interact with Indigenous communities and visitors.
- **Positive Community Impact:** Sponsorship helps empower Indigenous communities by providing opportunities for employment and economic growth through tourism.
- **Cultural Preservation:** Funds allocated to this training aid in preserving Indigenous languages, traditions, and art forms, contributing to the cultural continuity of Alberta's Indigenous communities.
- **Enhanced Reputation:** Supporting Indigenous cultural awareness training demonstrates a commitment to inclusivity and respect, enhancing a sponsor's reputation in the tourism industry.
- **Indigenous Partnership:** Sponsorship fosters stronger relationships between non-Indigenous organizations and Indigenous communities, promoting collaboration and mutual respect.

Ready to take the next step? Your support will help pave the way for increased understanding within the tourism industry, which will help increase the growth of Indigenous tourism, community economic growth, language revitalization and economic prosperity for Alberta.

# COSTING

To sponsor a Cultural Awareness training in your region is \$17500 for up to 50 participants.

Your sponsorship goes toward:

- Scheduling, coordination and honoraria for Indigenous speakers and Elders
- Facilitation costs
- All course materials and supplies
- Food and venue for participants
- Travel costs for facilitators
- Administrative costs for coordination of the program

## SPONSORSHIP BENEFITS

- Recognition during the Cultural Awareness Training
- Recognition in ITA's bi weekly newsletter and membership newsletter
- 5 Gala tickets to ITA's upcoming Mini Gatherings in Edmonton, Fort McMurray and Calgary



**THANK YOU, AND WE LOOK  
FORWARD TO WORKING WITH YOU.**