Dear Sir or Madam,

On behalf of the members of Les Clefs d’Or, we invite you to participate as a Sponsor Partner of Les Clefs d’Or Canada’s 13th National Congress, hosted in Toronto May 25th – 28th, 2025.

The Les Clefs d’Or brand is unique and unparalleled as it represents an exclusive and prestigious level of service guests’ experience at world-class hotels. All Clefs d’Or concierges share a passion for service excellence that ensures they achieve one goal: exceeding guest’s expectations. It is through the trust and strength of the relationships established with our valued partners that we can accomplish this.

Our guests are your clients. The Canadian Congress provides immediate and exclusive access to approximately 100 concierges from across Canada representing leading luxury hotels and resorts including Four Seasons, Fairmont, St. Regis, Ritz Carlton, Sofitel, Intercontinental and JW Marriott.

You have the opportunity to increase awareness and enhance the visibility of your company to an attentive audience, who, once enlightened, will have the insight necessary to successfully promote your services. Your sponsorship presence at our congress will not only solidify and reinforce the loyalty of our concierges and your clients but more importantly will provide great potential to reach new consumers.

Past congress sponsors include American Express, Gray Line, Globe & Mail, Ogilvy, Star One Promotions, WHERE Magazine and Guest Services Worldwide LTD. The continued support of these organizations over the years reinforces the fact that sponsorship is mutually beneficial.

Les Clefs d’Or is a non-profit organization; therefore, we require the financial support of sponsor partners to successfully execute a congress of the highest caliber. The following pages outline the levels of sponsorship opportunities available.

Please contact us directly at the contacts listed below to answer any questions or provide additional information on how we may work together to ensure our mutual success.

In Service through Friendship,

A black and white drawing of a sword

Description automatically generated

Michael Lombardi  
**Congress Chair**

**Les Clefs d’Or Canada**

647-409-9820

[congresschair@lesclefsdorcanada.org](mailto:congresschair@lesclefsdorcanada.org)

**Les Clefs d’Or**

Les Clefs d’Or Canada has been fostering “Service through Friendship” for over 45 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 100 concierges in 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 familiar sign to the experienced traveler. 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 there are 38 Member Sections (countries) and 3,000 members. It is the very solidarity of its members that provides Les Clefs d’Or Concierges with the network and knowledge to accomplish the impossible and to maintain the highest possible standards of services for our guests.

Over the past 15 years we have met annually with our colleagues from the USA, Mexico, Brazil, Chile and Argentina. The purpose of these Pan American Congresses is to:

* conduct our annual business meeting and open forum discussions allowing members the opportunity to participate nationally in the Association
* Educate our members through symposiums and guest speakers to impart new knowledge and provide continued training
* 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. The mottos of “Service by Excellence” and “Service through Friendship” are 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 2025 Canadian Congress, we invite you to visit the following websites: [www.lesclefsdorcanada.org](http://www.lesclefsdorcanada.org) You may also obtain more information on our International Association by visiting the official website at [www.lesclefsdor.org](http://www.lesclefsdor.org)

## **SPONSORSHIP LEVELS**

# **PLATINUM ALL ACCESS PACKAGE: $25,000 plus**

## Opportunity to address the delegates at one of our major events

* Full-Page Company Ad in the Congress Program
* Company Logo on Ontario Region and Canadian Social Media Handles
* Company Logo on Les Clefs d’Or Canada Website for 1 year
* Company Promotional Material in Welcome Package
* 1-night pre or post stay at the Intercontinental Toronto Centre
* Invitation to Gala Dinner, Wednesday May 28th, 2025, including deluxe accommodation for the whole weekend
* Invitation to Opening Reception, Sunday May 25th, 2025
* Invitation to Educational portion of the Congress
* Limo transportation to and from the hotel

## **GOLD PACKAGE: $15,000 plus**

* Opportunity to address the delegates
* Half-Page Company Ad in the Congress Program
* Company Logo on Ontario Region and Canadian Social Media Handles
* Company Logo on Les Clefs d’Or Canada Website
* Company Promotional Material in Welcome Package
* Invitation to Gala Dinner, Wednesday May 28th, 2025, including accommodation for the night
* Invitation to Opening Reception, Sunday May 25th, 2025

## **SILVER PACKAGE: $10,000 plus**

* Quarter-Page Company Ad in Congress Program
* Company Logo on Ontario Region and Canadian Social Media Handles
* Company Logo on Les Clefs d’Or Canada Website
* Company Promotional Material in Welcome Package
* Invitation to Opening Reception, Sunday May 25th, 2025, including accommodation for the night **or** invitation to Gala night

# **BRONZE PACKAGE: $5,000 plus**

* Invitation to the Opening Reception, Sunday May 25th, 2025, including accommodation for the night
* Company Name and Logo in Congress Program
* Company Promotional Material in Welcome Package

**EXAMPLES OF SPONSORSHIP REQUIRED:**

Breakfast $5,000 Opening Reception $10,000

Lunch $7,500 Closing Gala $25,000  
Dinner $8,000 Spousal Programs $5,000

Coffee Breaks $2,500 Entertainment Opening Gala $4,000  
Educational Speaker $5,000 Entertainment Closing Gala $4,000  
Transportation $5,000 Misc. Activities and Expenses $2,500  
Limo Transportation for VIP’s $2,000 Welcome Gifts $4,000

**SPONSORSHIP CONFIRMATION**

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As we are a non-profit organization, we welcome any amount monetary of sponsorship.

**Sponsorship Packages:**

❑ Platinum $25,000 plus

❑ Gold $15,000 plus

❑ Silver $10,000 plus

❑ Bronze $ 5,000 plus

I agree to provide the following sponsorship to the 2025 Les Clefs d’Or Canadian Congress: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature – Sponsor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature – Director Les Clefs d’Or Canada \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ontario Region

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_