



BSAP 2024

BAXTER STUDENT AMBASSADOR PROGRAM

SPONSORSHIP PACKAGE

Why BSAP?



The Baxter Student Ambassador Program (BSAP) exists to



ENCOURAGE young people to get involved in the travel industry



FOSTER networking opportunities for graduating students



MENTOR the next generation of travel professionals



CULTIVATE engagement in the travel industry

We're proud to be entering our 10th year of the only travel & tourism student mentoring program of its kind in Canada.

BSAP partners with approximately 17 universities and colleges across Canada, connecting with thousands of students in the travel & tourism industry—the very best up-and-coming talent.

Based on a combination of academic success, industry involvement, leadership skills, and industry-specific skill testing, BSAP selects one exceptional student from each post-secondary institution, to be awarded as the **Baxter Student Ambassador** from that school.



Why BSAP?



Cont.

The Canadian travel & tourism industry is suffering from massive labour shortages and is in need of talented, enthusiastic recruits.

Canadian jobs

1 in 10

are related to
tourism

In the first
half of 2022

8.3%

of tourism jobs
remained unfilled

Youth hold

31%

of all jobs in
tourism

“

The biggest concern for Canada's travel businesses may well be supply: amid an historic labour crunch, the sector is still down 177,000 workers.

”

– Bob Mowat, Exec. Editor, Canadian Travel Press

With the generous support of our sponsors and partners, the Baxter Student Ambassador Program gives students the opportunity for a head start in their career.



Who?



Participating Schools

Algonquin College, Ottawa, ON
British Columbia Institute of
Technology, Burnaby, BC
Capilano University, North Vancouver, BC
Centennial College, Toronto, ON
Conestoga College, Kitchener, ON
Fanshawe College, London, ON
George Brown College, Toronto, ON
Georgian College, Barrie, ON
Holland College, PEI

Humber College, Toronto, ON
Mohawk College, Hamilton, ON
Red River College, Winnipeg, MB
Toronto Metropolitan University,
Toronto, ON
Southern Alberta Institute of
Technology, Calgary, AB
Seneca College, Toronto, ON
Vancouver Island University, Nanaimo,
British Columbia

Winning Ambassadors will receive

- Prizing or bursary, networking & mentorship opportunities, and BSAP ambassador distinction on resumes and social media.
- Subscription to all Baxter Media publications—an indispensable resource as they enter the industry.
- Their professional profile published in Travel Courier's Special BSAP issue, introducing them to over 45,000 readers in the Canadian travel & tourism industry.
- A jump start to their career.

"BSAP is like a passport to being legitimate in the industry."

– Aminah Huserman, Toronto Metropolitan University, Baxter Student Ambassador



"It's inspiring to see the program bring so many people together from so many different aspects of travel."

– Jenni Berg, National Accounts Director, TTC Tour Brands

How?



Return on Investment

Becoming a BSAP partner demonstrates your commitment to supporting the next generation of travel industry leaders. Your ROI includes not only brand exposure to our website visitors and 45,000+ industry readers, but also brand loyalty from post-secondary students across Canada, as they enter the industry.

Sponsor promotions run for 6 months (December - May) each year and include:

- **Sponsorship advertisement** in the May 2024 special BSAP issue of Travel Courier, including a sponsor bio and prominent recognition. Check out the current BSAP profile edition [HERE](#).
- **BSAP Newsletter** exclusive sponsor advertisements & social media placements. The monthly BSAP Newsletter reaches 20,000+ industry professionals, and provides updates on BSAP, coverage of educational activities and features partner initiatives.
- **Recognition as a BSAP sponsor** – Inclusion in editorial appearing in Canadian Travel Press, Travel Courier, Press Today, BSAP Newsletters, and TravelPress.com with 45,000+ industry readers.
- **Enhanced Logo Placement Package** – BSAP promotional content & website logo placement; acknowledgement in monthly e-newsletters from December to May, student webinars, TravelBlasts, Canadian Travel Press and Travel Courier.

Other benefits include:

- **Job Postings** on [TravelBestJobs.com](https://www.travelbestjobs.com) from January to May 2024.
- Sponsors are invited to give **in-class presentations** directly to students at their universities and colleges.

Customized packages are available upon request. *Inquire for a detailed sponsorship ROI document.*

Partnership Commitment

- \$10,000 to help deliver the program to participating schools across Canada.
- Plus a bursary, internship, travel, or prize for one winning BSAP student.

Your partnership means Baxter Ambassadors will have access to industry events, networking opportunities, and exposure to many potential employers.



The current single biggest deficit in our industry is the dwindling of a qualified workforce. BSAP is our chance to secure the future for years to come.



– Wendy McClung, Exec. VP, Baxter Media

Become a BSAP Partner

Contact sales@baxter.net for more information, or visit baxterambassadors.com.

Contact us today to see how you can get involved.

sales@baxter.net

baxterambassadors.com

