



BAXTER
Student
Ambassador
PROGRAM



BAXTERMEDIA
Your partner in travel

Sponsorship Kit 2025



SALES

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PROGRAM OVERVIEW

We're proud to be entering our 11th year of the only travel & tourism student mentoring program of its kind in Canada.

BSAP partners with 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. Each Ambassador receives a prize package that supports their successful entry into the workforce.

With the generous support of our sponsors, BSAP gives students the opportunity for a head start in their career.

The Baxter Student Ambassador Program (BSAP) exists to:



ENCOURAGE

young people to get involved in the travel industry



MENTOR

the next generation of travel professionals



FOSTER

networking opportunities for graduating students



CULTIVATE

engagement in the travel industry

SPONSORSHIP REACH

2,493

students in our partner
post-secondary
institutions in 2025
(approx.)

20,000

students reached during
the 10-year span of BSAP



Click [HERE](#) to view the
2024 BSAP edition of
Travel Courier

30,951

Canadian Travel Press
total reach

19,877

Travel Press Today
subscribers

26,066

Travel Courier
total reach

Sponsors are featured prominently in all
BSAP-related editorial appearing in
Canadian Travel Press, Travel Courier,
Press Today and on social media.

19 Participating post-secondary
institutions across Canada

- 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
- MacEwan University, Edmonton, AB
- Mohawk College, Hamilton, ON
- Niagara College, Niagara-on-the-Lake, ON
- Red River College, Winnipeg, MB
- Seneca College, Toronto, ON
- Southern Alberta Institute of Technology, Calgary, AB
- St. Clair College, Windsor, ON
- Toronto Metropolitan University, Toronto, ON
- University of Waterloo, Waterloo, ON

1 Monthly BSAP newsletter recognition

Sponsorship recognition in monthly BSAP newsletters and related Travel Press Today stories distributed to the travel trade, plus post-secondary tourism students and educators. Content includes recruitment/training opportunities, career profiles, industry trends and more. Sponsors may submit newsletter content to be featured.

19,877
distribution to
Travel Press
Today
subscribers

\$10,000
commitment

plus a \$500 bursary or grand prize for one winning BSAP Ambassador

2 BSAP special edition of Travel Courier

Sponsors receive a full-page ad in the print & digital BSAP special edition of Travel Courier magazine, plus recognition in the intro story and thank you ad.

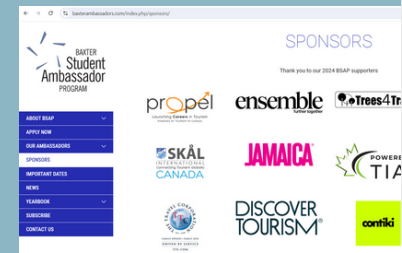
26,066
Travel Courier
total reach



3 Next-gen insights report recognition **NEW**

Let the travel trade know you support the next generation with sponsorship recognition in a report dedicated to sharing trends and insights about travel & tourism education and industry newcomers.

19,877
distribution to
Travel Press
Today
subscribers



4 Networking and recruitment opportunities

Connect with over 2,500 of the best and brightest future professionals and educators from 19 partner schools via an exclusive LinkedIn group, class visits, webinars and more.

2,500+
reach to
students and
educators

5 Integration into BSAP programming

Help launch BSAP finalists into their careers by integrating into BSAP programming with a customized finalist presentation topic related to your company and attending finalist presentations as a judge.

60+
reach to BSAP
finalists and
educators





October 2024 - January 15, 2025

BSAP promotion and outreach to students and professors via social media, class visits and newsletters.

Applications remain open until January 15, 2025.



February 2025

Two finalists from each partner school are chosen from the initial pool of applicants.

Finalist presentations take place and sponsors are invited to judge.



March / April 2025

Special BSAP edition of Travel Courier released, announcing winning Ambassadors to the industry. Sponsors' full-page ad runs. Sponsors are thanked in intro story and thank you ad.

Next-gen insights report released with sponsor recognition.

Student Ambassador prizes awarded.



BSAP newsletter published monthly and distributed via Travel Press Today.
Ongoing outreach opportunities via exclusive BSAP LinkedIn group, class visits, webinars and more.

Connect with the best up-and-coming talent in the travel trade and a prolific network of industry professionals who have been impacted by BSAP.

"Our students have participated in the BSAP for 5 years and it has provided them with some great mentorship opportunities in the industry!"

— *Stephanie Mercredi, Professor, SAIT*

"Participating in BSAP provided me with valuable experiences, skills and knowledge to use in my future career endeavors. The Baxter Student Ambassador Program helped me gain a deeper understanding into the tourism world. I am thrilled to have been part of the program."

— *Dani Berezowsky, Alumni BSAP Ambassador*

"Thank you Baxter Media! Your commitment to the future industry leaders is inspiring."

— *Shannon Phillips, 2023 Ambassador*

"Having been in the travel industry for many years, I was honoured to take part in the BSAP program for the past two years. Engaging with travel students from across Canada who have excelled in their studies and will be a future travel industry member is one of the ways I can give back and support the next generation. It is inspiring for me to experience their new perspective and mentor them in the first stage of their upcoming career. The BSAP program is like none other and students who participate are certain to be a step ahead and begin their travel industry career with confidence."

— *Fiona A Barclay, travel industry professional and BSAP mentor*

"The program provides students with access to industry leaders, networking opportunities and the opportunity to gain practical experience with real-world parameters."

— *Andrea Dixon, Professor, Algonquin College*