

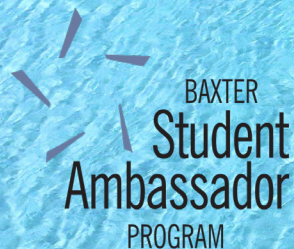


BAXTER  
Student  
Ambassador  
PROGRAM

# Sponsorship Kit 2024

[BAXTERAMBASSADORS.COM](https://baxterambassadors.com)





# MISSION & PROGRAM HISTORY

***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 18 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.

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[BAXTERAMBASSADORS.COM](http://BAXTERAMBASSADORS.COM)



Baxter Media is Canada's premier travel trade publisher with 75 years of experience.



For 10 years, the Baxter Student Ambassador Program (BSAP) has existed to:



young people to get involved in the travel industry



networking opportunities for graduating students



the next generation of travel professionals



engagement in the travel industry

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



## 1,984

students in post-secondary institutions this year

Your 2024 sponsorship will connect you with 1,984 students across Canada

## 20,000

students reached during the 10 year span of BSAP

## 18

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
- Fleming College, Toronto, ON
- George Brown College, Toronto, ON
- Georgian College, Barrie, ON

- Holland College, PEI
- Humber College, Toronto, ON
- Mohawk College, Hamilton, ON
- Niagara College, Niagara on the Lake, 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, BC



LINKEDIN  
**2,020** FOLLOWERS

TWITTER/X  
**8,951** FOLLOWERS

INSTAGRAM  
**1,039** FOLLOWERS

FACEBOOK  
**1,482** FOLLOWERS

## 42,180

Canadian Travel Press readership  
24,880 Subscribers

## 36,922

Travel Courier readership  
24,522 Subscribers

## 18,565

Press Today subscribers

Sponsors are featured prominently in all BSAP related editorial appearing in Canadian Travel Press, Travel Courier, Press Today, and on Social Media.

Connecting with students, professors and the industry.

## PROGRAM TIMELINE



Oct - Dec 2023



January 3 - February 24



March - April



May 2024

*Your exposure begins here*

Outreach begins: BSAP information shared with professors, students and administration at participating schools via direct communication, social media, and subscription based newsletters.

Professors engage with students to help them prepare for the program.

Student applications go live on BSAP website on January 3 and continue until February 15.

Sponsor promotions continue and student applicants are added to newsletter audience.

Two BSAP Finalists are chosen from each school on February 24, to participate in skill-testing competition.

Finalists give skill-testing presentations to panel of judges—including professors, sponsors, & Baxter Media staff

Sponsors are invited to participate as judges in student presentations.

One student from each school is designated as the Baxter Student Ambassador who will represent their school.

The special digital BSAP edition of Travel Courier is published on May 2, announcing the winning Baxter Student Ambassadors to the industry.

Sponsors are invited to contribute dedicated sponsor profiles for May 2 digital edition of Travel Courier with prominent sponsor recognition.

Student Ambassador prizes are awarded.



Help deliver the program to participating schools across Canada.

## \$10,000

Commitment

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



### Newsletter Inclusion

Dedicated space in the BSAP newsletter reaching travel industry students and professionals



### National Tourism Job Fair

Receive a special BSAP sponsor distinction and other unique perks during the job fair on February 1st, 2024



### Robust Advertising Package

In the May 2024 special BSAP edition of Travel Courier



### Editorial Recognition

Inclusion in all 2024 BSAP related editorial coverage in Canadian Travel Press, Travel Courier, PRESS Today, and on TravelPress.com



### Premium Logo Placement Package

Logo placement on all BSAP vehicles throughout the 2024 season



### Outreach Opportunities

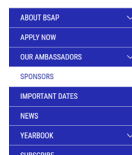
Connect with current and past BSAP participants via exclusive social media groups, chat rooms, and more...



### THE COOLEST JOBS IN TRAVEL YOU MAY NOT EVEN KNOW ABOUT

ANN RUPPENSTEIN What do you want to be when you grow up? That's an easy answer for this year's crop of graduating BSAP students, who have all opted to pursue careers in the tourism industry with dream jobs ranging from becoming travel advisors to owning tour operator businesses. But even...

May 3, 2023



### FEATURED ADVERTISERS



Virgin Voyages - Up to \$1200 airfare credits on sailings through April 2024



Tourism HR Canada has worked with employers, industry associations, educators, and students to create the tools and resources they need to succeed



### Baxter Student Ambassador Program Turns 10 and Looks Ahead

Welcome to the new BSAP newsletter, which celebrates our 10th anniversary and ushers in a new era of the program. For a decade, the Baxter Student Ambassador Program has existed 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



### Read the full story



National Tourism Job Fair

TAC is set to revolutionize the way tourism operators and job seekers connect with its upcoming National Tourism Job Fair in partnership with Tourism HR Canada and Canadian Media. Register now.



Careers to Inspire - Discover Tourism Profile

As the owner and operator of Canada Revealed—a boutique trip planning service specializing in Canadian exploration—Anjali Bhatia has become a bona fide expert in Canadian tourism. Read 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 the program

"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*

"The students were all amazing and so great to hear the passion and enthusiasm from each of them. On behalf of Trees4Travel I want to thank Baxter for this opportunity and to meet some rising stars!"

— *Fiona A Barclay, Trees4Travel, 2023 Sponsor*

"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*

