



**MONTANA  
CHAMBER OF  
COMMERCE**

**2nd Annual CONVERGENCE**  
**A Celebration of NTTW**  
**Tues-Wed, May 21-22, 2024**



To recognize one of our state's leading industries, the Montana Chamber of Commerce will once again celebrate #NTTW, and tourism's intersection with the film and outdoor recreation industries as vehicles to harness the power of place, #TheLastBestPlace, as an economic driver at the 2nd Annual 'Convergence" event on Tuesday-Wednesday, May 21-22, 2024.

Tourism is the leading service export for the Treasure State. In 2021, Montana played host to 12.5 million non-resident visitors who spent \$5.15B. This contributed \$387 million in state and local taxes according to the UM Institute for Tourism and Recreation Research, which supported approximately 47,800 jobs, the study estimates, a figure associated with \$1.3B in direct labor income.

At the 2023 Inaugural Convergence, we honored the resilience of the Greater Yellowstone and its Gateway Communities following the 500-year historic flooding event in early June 2022. This year, we turn our attention to Butte, America, the city that electrified the nation turned premiere film location for the "Yellowstone" franchise, "1923" and more as we gear up for the 2025 Legislative Session and another go at increasing the Montana Film Tax credit. So join us in Butte as we kick off the 2024 summer tourism season.



Established in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

# EVENT SCHEDULE

## FOR SPONSORS ONLY - TUESDAY, May 21, 2024

**3:30 - 5:30 PM FILM-MAKING DEMONSTRATION & DISCUSSION**

**STAY TUNED DETAILS COMING SOON**

**5:30 - 7:30 PM VIP RECEPTION @ THE FINLEN HOTEL  
COPPER BOWL**

5:30-7:30 PM VIP Networking Reception for Montana Chamber Board, Staff, Event Sponsors and Invited Guests

6:30 PM Montana Chamber Welcome and Remarks from Networking Reception Sponsor

7:30 PM Event concludes



## WEDNESDAY, May 22, 2024

**11:30 AM - 2:00 PM CONVERGENCE - #NTTW  
CELEBRATION LUNCHEON @ THE DEPOT**

11:00 AM Registration Opens

11:30 AM Networking

12:15 PM Montana Chamber Welcome and Lunch served

1:00 PM Moderated Fireside Chat with Tourism, Film and Outdoor Recreation Industry Representatives, Q&A

2:00 PM Luncheon Concludes



**MONTANA  
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**WE MEAN BUSINESS**

# PRESENTING SPONSORSHIP OPPORTUNITY

**Tuesday, May 21 at THE FINLEN HOTEL - COPPER BOWL**

**VIP RECEPTION SPONSOR (EXCLUSIVE - 1) will receive the following:**

- FOUR (4) Tickets to the VIP Reception with Sponsor recognition at the event
- Opportunity for a company representative to address the audience at the Reception
- Logo inclusion in all event media (see below)
- FOUR (4) Reserved Seats for company representatives to The Convergence luncheon

**RECEPTION SPONSOR'S NET INVESTMENT: \$2,500**

**CONVERGENCE PRESENTING SPONSORS (LIMITED NUMBER) will receive the following:**

- Opportunity to invest in the Montana Chamber, representing more than 2,000-member businesses and their thousands of employees as well as to support the Treasure State's tourism, film and outdoor recreation industries
- **Participation by company representative in the event program to address an issue in the tourism/film/outdoor recreation industry during the moderated Fireside Chat**
- TWO (2) Reserved Seats at the head table for company representatives
- Reserved Half Table for FOUR (4) event attendees at a table of eight
- EXCLUSIVE SPONSOR-ONLY OPPORTUNITY to attend a pre-event VIP Reception on Wednesday, May 21 from 5:30-7:30 PM at The Finlen Hotel - Copper Bowl for up to (4) guests with Montana Chamber of Commerce Board and Staff, other Sponsor representatives, and Invited Guests
- "PRESENTING SPONSOR" recognition in all marketing/pr efforts to promote the event
  - PRINT: Logo inclusion in event advertising
  - DIGITAL/SOCIAL: Recognition via logo inclusion in the following:
    - MontanaChamber.com event detail
    - March-May - Regular Inclusion in Weekly 'Montana Business Brief' e-newsletters
    - Beginning mid-April - Weekly digital announcements about the event to attendees
    - Facebook / LinkedIn posts from Montana Chamber including event pages
  - PUBLIC RELATIONS: Recognition in press release with quote from a company representative
  - ON-SITE PRESENCE:
    - Recognition in the presentation running throughout the afternoon and from the podium during the program
    - Logo inclusion on event signage and collateral

**PRESENTING SPONSORS' NET INVESTMENT: \$5,000 / EACH**



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# UNDERWRITING SPONSORSHIPS & LUNCHEON OPEN SEATING TICKETS

## UNDERWRITING SPONSORS - \$1,500

- Reserved Half Table for FOUR (4) event attendees at a table of eight
- EXCLUSIVE SPONSOR-ONLY OPPORTUNITY to attend a pre-event VIP Reception on Tuesday, May 21 from 5:30-7:30 PM for up to (4) guests with Montana Chamber Board and Staff, other Sponsor representatives, and Invited Guests at The Finlen Hotel - Copper Bowl
- Includes Tour & Talk at TBD - Announcement COMING SOON - for up to (4) guests from 3:30 - 5:30 p.m. on Tuesday, May 21, immediately prior to the Welcome Reception
- "UNDERWRITING SPONSOR" recognition in all marketing/pr efforts to promote the event
  - PRINT: Recognition in event advertising
  - DIGITAL/SOCIAL: Recognition in the following:
    - MontanaChamber.com event detail
    - March-May - Regular Inclusion in Weekly 'Montana Business Brief' e-newsletters
    - Beginning mid-April - Weekly digital announcements about the event to attendees
    - Facebook / LinkedIn posts from Montana Chamber including event pages
  - ON-SITE PRESENCE:
    - Recognition in the presentation running throughout the afternoon and from the podium during the program
    - Logo inclusion on event signage and collateral

**FOR SPONSORSHIPS, CONTACT: Candace Carr Strauss**  
**(m) 406.640.1331 | [candace@montanachamber.com](mailto:candace@montanachamber.com)**

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## CONVERGENCE #NTTW LUNCHEON ONLY, Wed, May 22nd from 11:30 a.m. - 2:00 p.m. OPEN SEATING TICKETS

ANY Local Chamber Member      \$75 / per person  
Non-Members                              \$100 / per person

TO PURCHASE OPEN SEATING TICKETS, GO TO: [MontanaChamber.com/Events](http://MontanaChamber.com/Events)

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## PRESENTING SPONSORS



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## UNDERWRITING SPONSORS



**MONTANA**  
TRAVEL ASSOCIATION



**MONTANA**  
**CHAMBER OF**  
**COMMERCE**

**WE MEAN BUSINESS**

# **Harnessing the power of place as an economic driver: Tourism's intersection with the Film and Outdoor Recreation industries**

## **TOURISM IN MONTANA**

Tourism is the leading service export for the Treasure State. In 2021, Montana played host to 12.5 million non-resident visitors who spent \$5.15B. This contributed roughly \$387 million in state and local taxes according to the UM Institute for Tourism and Recreation Research (ITRR). Additionally, those travelers directly supported 47,800 jobs, the study estimates, a figure associated with \$1.3B in direct labor income. The Montana Chamber will lend its voice to promoting this industry along with the Department of Commerce | Brand MT, Montana Travel Association, Voices of Montana Tourism, Montana Lodging & Hospitality Association and the state's Tourism Regions and local Chambers/CVBs.



## **MONTANA'S FILM INDUSTRY**

The filming of 'Yellowstone' in Montana has sparked the interest of a worldwide audience, bringing an estimated 2.1 million visitors and \$730 million from the combination of visitor spending and film production spending associated with the production, according to a new UM study. "Film is an economic driver of tourism, and the 'Yellowstone' TV show has demonstrated the power of Montana's American West image to influence people to visit the state," said Melissa Weddell, the ITRR director. To better support this burgeoning sector, the Montana Chamber is working with the Media Coalition of Montana to help stand up some of the infrastructure needed to propel the industry forward.

## **OUTDOOR RECREATION**

Montana's outdoor recreation heritage and brand are vital to tourism, both leisure and business travel, and to film production. Its draw for visitors and new residents, as well as its part in business attraction is undeniable. Outdoor recreation makes up a substantial component of Montana's economy, generating \$2.5 billion of annual gross domestic product (GDP) and accounting for 4.4% of total GDP in 2021. Only Hawaii has a greater concentration of outdoor recreation. The sector employs over 27,000 Montanans, translating to 5.4% of all employment in the state.