



THE CHECK-IN

Inspiring the Next Generation of BC Hospitality:

A new five-part video series from the British Columbia Hotel Association that showcases the people, properties, and career pathways that make BC's hotel industry extraordinary.



Ella Chow
BCHA Summer Intern
& Series Host

Campaign at a Glance

- ✓ 5 professionally produced episodes
- ✓ Filmed in communities across BC
- ✓ Featuring BC hospitality leaders
- ✓ Province-wide promotional campaign
- ✓ Promoted through YouTube, LinkedIn, Instagram, website, newsletters & PR

**WATCH
THE
EPISODE 1
TEASER**

[Click here!](#)

Interested in getting involved? Review the partnership packages on the following page, and contact us at (communications@bcha.com) to discuss the opportunity.

Hotel partners featured:

Versante
HOTEL

QUALICUM
BEACH INN

TIGH-NA-MARA
SEASIDE SPA RESORT & CONFERENCE CENTRE

MARRIOTT



Partnership Opportunities

Series Partner

Align your organization with a province-wide initiative that highlights careers, people, and opportunities across BC's hospitality industry.

\$2,000

Includes

- Company logo featured in the closing credits of all five episodes
- Recognition on the series landing page
- Recognition in series launch communications
- Company logo and link included in every YouTube video description
- Recognition in a dedicated partner social media post
- Rights to share the series across your own channels

Presenting Partner

Become the exclusive presenting partner of the entire series with premium recognition across every episode and promotional campaign.

\$3,500

Includes

- Exclusive "Presented by" recognition throughout the series
- Company logo featured in the opening and closing credits of all five episodes
- Logo placement on the series landing page on BCHA website
- Recognition in all series launch communications and episode announcements
- Recognition in BCHA newsletters promoting the series
- Featured social media announcement recognizing your partnership
- Company logo and link included in every YouTube video description
- Rights to share the series across your own marketing channels

Supporting Partner

Show your support for BC hospitality while gaining visibility through the series and its promotional campaign.

\$1,050

Includes

- Company logo featured in the closing credits of all five episodes
- Recognition on the series landing page
- Company logo included in YouTube video descriptions
- Recognition in a collective thank-you social media post
- Rights to share the series across your own channels

