



Tourism Institute

MISSION:

To share the cumulative knowledge gleaned by the Kagey Team over the years in our association with front line employees and volunteers in the region for the purpose of flowing visitor traffic through all areas of North Idaho as well as extending and enhancing their stay.

WHAT IT IS:

Training for front line staff in quality answering of visitor FAQs from the region's experts in tourism.

PARTICIPATION OPTIONS:

- 1 On site presentation customized** to your industry and staff. As host and sponsor of the class, you will provide a) meeting space and required materials b) invitation package administration c) refreshments d) stipend to instructor e) incentives to participants at your discretion.
- 2 Attend quarterly class.** Individuals or groups from any organization can find an event near them that fits their schedule by visiting the TlofNI.com web site for the next invitational session. Sessions are \$49 per person and include incentive/gift packages from regional sponsors, discounts for future classes and refreshments. Register online for complete instructions prior to class. Class fee can be paid online and discounts are available for groups from same organization.
- 3 Workforce training program** will offer sessions at the Post Falls facility. Class fee is \$39. Register online at nic/wft.Illl. Class course outline available online. Class includes sponsor incentive/gifts and discounts to additional quarterly classes.

SPONSORSHIP PARTICIPATION OPTIONS:

- 1 Host an event.** Either for your staff or a quarterly class. You will provide a) meeting space and required materials b) invitation package administration c) refreshments d) stipend to instructor.
- 2 Become a quarterly sponsor.** Package fee is negotiated and can be comprised of partial in-kind donation. Sponsors are recognized on invitation, at classes and on web site as well as with the appearance of TINI logo for promotional purposes. Items you donate (promotional, passes, items) will be given to participants. You have the opportunity to send a representative to speak at sessions on your behalf.
- 3 In-kind and add on advertising package.** As part of your participation in The Guide to North Idaho/ fyinorthidaho.com, the TINI logo can be added to your link/ad annually. Our promotion at classes will identify you as a partner when students utilize the TINI web site or materials for future resources. Discounts on ads in other Kagey Company publications are also available.