



INTRODUCING

CORPORATE AND COMMUNITY CHAMPIONS

Welcoming Change and Collaboration

NOTO has a long extensive history of supporting and advocating for the resource-based tourism sector in Ontario and businesses want to see this sector continue to thrive. We want to provide businesses and industries the opportunity to support the tourism sector through membership in NOTO.

NOTO has been a strong voice and community for the outdoor tourism sector for over 95 years. Over the past several years, NOTO staff received inquiries from businesses, municipalities, and individuals who appreciated the work NOTO was doing and asked how they can support our organization, tourism businesses and the great outdoors in their communities and recreational areas.

This prompted NOTO staff, Preferred Supplier President, Jeff McGirr (Yamaha Motor Canada) and our current Preferred Supplier members via a working group to explore new options and opportunities to expand our existing membership structure to accommodate those who support the outdoor tourism industry. At our 2024 Annual General Meeting in November, the NOTO Board presented the revised NOTO bylaws to our memberships, making these valuable enhancements to our organizational structure.

As a result, NOTO is pleased to open our doors to mining, forestry, municipalities, businesses, organizations and individuals who support the aims and objectives of NOTO and its work to advocate on behalf of the sector.

With this change upon membership renewal in 2025, the NOTO Board of Directors will establish a Corporate and Community Champions Committee, from which this committee will elect two individuals to the NOTO Board of Directors at the next Annual General Meeting. Please stay tuned for more information related to these exciting engagement opportunities.



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What Does This Mean for Associate & Preferred Supplier Members?

The merger of these two membership categories will have minimal changes on existing pricing tiers or membership benefits. 2024 Preferred Supplier & Associate memberships will be valid until June 2025. Upon renewal for 2025 memberships, the following will apply:

Entry Level – Corporate & Community Champion (former Associate)

- \$423.75 (\$375 + tax)
- Access to [Money-Saving Benefits](#)
- Listing on NOTO Online [Community Champions Directory](#) (former Associate directory)

Upper levels of the Corporate and Community Champion memberships will reflect the existing Preferred Supplier structure and associated benefits. All upper levels will receive:

- Access to [Money-Saving Benefits](#)
- Listing on NOTO Online [Corporate Champions Directory](#) (former Preferred Supplier directory)
- Marketing benefits as stated in the table below (artwork & text to be provided by the businesses)

Bronze Level – Corporate & Community Champion (former Base Preferred Supplier):

- \$649.75 (\$575 + tax)

Silver Level – Corporate & Community Champion (former Bronze Preferred Supplier):

- \$807.95 (\$715 + tax)

Gold Level – Corporate & Community Champion (former Silver Preferred Supplier):

- \$1,395.55 (\$1,235 + tax)

	Bronze	Silver	Gold
E-mail Spotlight(s)	1	2	3
Social Media Spotlights	4 (one post quarterly)	6 (one post every 2 months)	12 (one per month)
Free Newsletter Ad	1	4 (can be staggered)	6 (can be staggered)
Free Website Advertising	2 weeks (can be staggered)	4 weeks (can be staggered)	12 weeks (can be staggered)
Enhanced listing on NOTO website	No	No	Yes