



Alberta Urban Municipalities Association 2011 Convention Sponsor Package

AUMA holds its annual convention and trade show each year for more than 1,200 municipal leaders from across Alberta. We continue to make changes as requested by our members and supporters to ensure that we go beyond simply meeting the needs of all involved. And we are anticipating this year to be better than ever!

As a valued partner of AUMA and AMSC, we offer you the first opportunity to sponsor this highly anticipated event.

You are entitled to a number of additional benefits as part of your sponsorship and we encourage you to take full advantage of these **Benefits Plus** opportunities. We also welcome recommendations to make your sponsorship even more valuable to your organization.

Sponsor Benefit	Sustaining Fostering Contributing Supporting Presenting				
10'X10' booth space			1	1	2
One night's accommodation for one representative at a Convention hotel			◇	◇	◇
Complimentary Convention registration(s)			1	2	2
Invitation to attend the President's Dinner			1	2	2
Complimentary one year Affiliate Membership			◇	◇	◇
Inclusion of promotional materials in delegate kits*	1	1	2	2	2
Logo and link in the Convention Sponsor section of the AUMA web site	◇	◇	◇	◇	◇
Corporate identity on signage, promotional materials and event marketing	◇	◇	◇	◇	◇
Prominent identification and recognition throughout event	◇	◇	◇	◇	◇
Authorized use of "Partnering with the AUMA" in company advertising during Convention year	◇	◇	◇	◇	◇

As a small step toward achieving our theme, we are committed to minimizing the environmental footprint of our Convention. We will now accept only 2 distinct items for the delegate kits. We encourage sponsors to participate by providing only sustainable items for delegate bags.

Here are a few examples:

Hand Sanitizer	Notepad Pens	MP3 Player	Luggage Tags (delegates will use it to identify their delegate bag & water bottle)
First Aid Kit	Lip Balm	Car accessory	USB memory stick or CD with your company literature
Chocolates	Mints		Stainless Steel Water Bottle/Coffee Cup

Benefits Plus

In addition to the benefits of sponsorship outlined on the adjacent page, here are your opportunities for your organization to participate.

Sponsor Level	Item	Benefit	Actual Value	Your Cost
Presenting	Trade Show Luncheon	Your company representative has a 5 minute speaking opportunity to address delegates during the trade show	\$65,000	\$45,000
	Convention Party Entertainment	Your company representative has a 5 minute speaking opportunity to address delegates at the event	\$45,000	\$37,500
	Trade Show Dessert Reception	Your company representative has a 5 minute speaking opportunity to address delegates during the trade show dessert reception Thursday, September 29 at 4:00pm	\$50,000	\$32,500
Supporting	Keynote Speaker (Opening or Closing Ceremonies)	Your company representative will have 5 minutes to speak and introduce the keynote speaker	\$30,000	\$27,500
	Breakfast	Your company representative will have a 5 minute speaking opportunity at the start of the day	\$35,000	\$27,500
	Audio-Visual Support	Your corporate identity will be displayed on all audio visual components throughout the event	\$40,000	\$22,500
Contributing	Pre-Convention Sessions Breakfast/Lunch	Your corporate identity will be displayed during breaks and lunch during the pre-convention sessions and may introduce session speakers (approximately 400 participants)	\$20,000	\$14,000
	Printing Services	Your corporate identity will be displayed on all print materials	\$18,500	\$12,000
	Continental Breakfast	Your corporate identity will be displayed during the breakfast, and your company will be recognized by the Convention Chairperson	\$18,000	\$12,000
	Custom Digital Signage	Your corporate identity will be on monitor screens throughout the Calgary TELUS Convention Centre – these monitors will display highlights of the event all 4 days	\$22,500	\$10,000
Fostering	Convention Folder Cover Advertising	Advertisement on the convention folder (distributed to all event delegates)	\$9,000	\$7,500
	Pocket Guide Advertising	Advertisement in the convention pocket guide (distributed to all event delegates)	\$10,500	\$7,500
	General		\$10,000	\$7,500
Sustaining	Education Sessions	Your company representative has the opportunity to introduce speakers for the chosen session	\$3,750	\$2,500
	Coffee Breaks		\$3,500	\$2,500



The information you provide will be used in Convention materials. Please ensure it is accurate.

Offer of Sponsorship

Organization			
Contact Person		Title	
Address			
City/Prov		Postal Code	
Telephone		E-mail	

We would like to sponsor the AUMA Convention as a sponsor:

<input type="radio"/> Presenting	<input type="radio"/> Supporting	<input type="radio"/> Fostering	<input type="radio"/> Sustaining	<input type="radio"/> Contributing
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If entitled to the benefit below, provide an indication of how you intend to participate:

Item	Choice	Details if yes
Promotional items in delegate bag	<input type="radio"/> Yes <input type="radio"/> No	Number of pieces:
Exhibit in the AMSC Tradeshow	<input type="radio"/> Yes <input type="radio"/> No	Number of spaces required:
One room/one night in convention hotel	<input type="radio"/> Yes <input type="radio"/> No	Name of guest:
Attending President's Dinner	<input type="radio"/> Yes <input type="radio"/> No	Name of guest(s):
Attending Evening Party	<input type="radio"/> Yes <input type="radio"/> No	Name of guest(s):
Convention registrations	<input type="radio"/> Yes <input type="radio"/> No	Name of attendee(s):

We agree to contribute \$ _____ in cash and/or in kind

Cash Value \$ _____ ¹In Kind \$ _____

I understand that we will receive all benefits as outlined for this level of sponsorship.

Signature

Date

¹ If contra is part of your sponsorship, please provide a brief description, including amounts if applicable.