

# Sponsorship Opportunities

## Alberta Municipalities Convention & Trade Show

September 27 - 29, 2023  
Edmonton Convention Centre  
Edmonton, AB



**Alberta  
Municipalities**  
Strength  
In Members

Sponsorship of the Alberta Municipalities Convention & Trade Show is a prime opportunity to enhance your organization's visibility and recognition within Alberta's municipal marketplace. The following pages outline the various sponsorship levels available and the benefits received.

Investment & Benefits	Presenting \$32,500+	Supporting \$20,000+	Contributing \$10,000+	Fostering \$5,000+	Sustaining \$2,500+
Company logo in the printed ABmunis handbook	■	■	■	■	■
Company logo on signage on site	■	■	■	■	■
Company name or logo on the ABmunis Convention event app	■	■	■	Name only	Name only
Company logo on screen in plenary during meals and breaks	Full screen	Full screen	Half screen	Quarter screen	Quarter screen
Complimentary Trade Show booth	2	1	1	–	–
Verbal announcement promoting hospitality suite (if applicable)	■	■	■	–	–
Verbal recognition on stage during plenary	■	■	■	–	–
Complimentary event registration	2	2	1	–	–

We are always looking for new ways to recognize our sponsors, contact us if you have an idea or would like a customized option.

## Connect

Maegan Sheskey

780.431.4528

[sponsorship@abmunis.ca](mailto:sponsorship@abmunis.ca)

[abmunis.ca](http://abmunis.ca)

1000+



elected officials and senior administrators representing Alberta's municipalities attend our Convention every year.

## Sponsor Level: Presenting (2 available)



As a Presenting Sponsor, your company will receive exclusivity in one of two categories—**Opening Keynote Speaker** or **Opening Trade Show Dessert Reception**.

These two unique opportunities provide you with benefits that are specific to your chosen category along with the additional benefits given to our highest level of sponsorship, Presenting.

Opportunity	Fee	Details
Opening Keynote Speaker	\$32,500	<ul style="list-style-type: none"><li>• Your company can address delegates for 5-minutes on stage during opening ceremonies, as well as introduce the Keynote Speaker</li><li>• Your company logo will be on screen during your 5-minute address</li></ul>
Opening Trade Show Dessert Reception	\$32,500	<ul style="list-style-type: none"><li>• Your company signage will be present at the trade show dessert reception on Wednesday, September 27</li><li>• Your company can address delegates for 5-minutes on stage in plenary prior to the opening of the trade show</li></ul>

## Sponsor Level: Supporting (5 available)

As a Supporting Sponsor, your company will receive exclusivity in one of the following categories — [Trade Show Luncheon](#), [Closing Entertainment](#), or [Breakfast Sponsor](#).

These unique opportunities provide you with benefits that are specific to your chosen category along with the additional benefits given to the Supporting Level of sponsorship.

Opportunity	Fee	Details
<b>Trade Show Lunch</b> <i>(one available)</i>	\$20,000	<ul style="list-style-type: none"><li>• Your company signage will be present at the trade show lunch on Thursday, September 28</li><li>• Your company can address delegates for 5-minutes on stage either prior to or following the trade show lunch</li></ul>
<b>Closing Entertainment</b> <i>(one available)</i>	\$20,000	<ul style="list-style-type: none"><li>• Your company can address delegates for 5-minutes on stage during Convention closing, as well as introducing our closing entertainment</li><li>• Your company logo will be on screen during your 5-minute address</li></ul>
<b>Breakfast Sponsor</b> <i>(three available)</i>	\$20,000	<ul style="list-style-type: none"><li>• Your company can address delegates for 5-minutes on stage during opening breakfast remarks on agreed upon morning.</li><li>• Your company logo will be on screen during your 5-minute address</li></ul>





## Sponsor Level: Contributing Sponsorship (*multiple available*)

As a Contributing Sponsor, your company will receive exclusivity in one of seven categories — [Mobile App](#), [Lanyard](#), [Convention Delegate Bag](#), [Convention Registration Booth](#), [Charging Stations](#), [Branded Timer Clock](#) or [Custom Graphics](#).

These unique opportunities provide you with benefits that are specific to your chosen category along with the additional benefits given to the Contributing Level of sponsorship.



Opportunity	Fee	Details
Mobile App	\$15,000	<ul style="list-style-type: none"><li>• Your company logo will be prominently featured on our mobile event app for the entirety of Convention</li><li>• Your company logo will link to your website</li></ul>
Lanyard	\$15,000	<ul style="list-style-type: none"><li>• Your company logo will appear (alongside ABmunis logo) on all event lanyards</li></ul>
Convention Delegate Bag	\$12,500	<ul style="list-style-type: none"><li>• Your company logo will be printed on the Convention delegate bags (alongside ABmunis logo) and handed out to all participants at the entrance to Trade Show. Logo and bag restrictions apply</li></ul>
Convention Registration Booth	\$10,000	<ul style="list-style-type: none"><li>• Your company logo will be prominently displayed on the registration kiosks for the entirety of the event</li></ul>
Charging Stations (all)	\$10,000	<ul style="list-style-type: none"><li>• Your company logo will be prominently displayed on all mobile charging stations throughout the venue for the entirety of the event</li></ul>
Branded Timer Clocks	\$10,000	<ul style="list-style-type: none"><li>• Your company logo will be prominently displayed on a timer clock during one of three plenary agenda items</li></ul>
Custom Graphics	\$10,000+	<ul style="list-style-type: none"><li>• Your company logo will be on display in the Convention Centre using custom floor, window, or escalator graphics. Pricing varies based on size, location, and quantity</li></ul>

## Sponsor Level: Fostering Sponsorship (4 available)

As a Fostering Sponsor, your company will receive exclusivity in one of four categories — **Wi-Fi, Grand Prize Sponsor, Charging Station, or Pre-Convention Meals.**

These unique opportunities provide you with benefits that are specific to your chosen category along with the additional benefits given to the Fostering Level of sponsorship.



Opportunity	Fee	Details
Wi-Fi	\$7,500	<ul style="list-style-type: none"><li>Your company logo will be prominently displayed on material advertising internet access at the event.</li></ul>
Grand Prize Sponsor	\$5,000	<ul style="list-style-type: none"><li>Your company logo will be prominently displayed on screen during closing prize draws in plenary</li><li>Your company will receive verbal recognition from the plenary stage a minimum of two times</li></ul>
Charging Stations (one available)	\$5,000	<ul style="list-style-type: none"><li>Your company logo will be prominently displayed on one mobile charging station for the entirety of the event</li></ul>
Pre-Convention Meals	\$5,000	<ul style="list-style-type: none"><li>Your company logo will be prominently displayed on materials during both breakfast and lunch on Tuesday, September 26</li></ul>

# Sponsor Level: Sustaining Sponsorship (multiple available)

As a Sustaining Sponsor, your company will receive recognition in one of two categories – **Education Session or Coffee Break**.

These opportunities provide you with benefits that are specific to your chosen category along with all the additional benefits given to the Sustaining Level of sponsorship.

There are four sponsorship opportunities for each category.

Opportunity	Fee	Details
Education Session	\$2,500	<ul style="list-style-type: none"><li>Your company logo will be on screen and recognized at the beginning of one education breakout session</li><li>Your company can send a representative to introduce the speaker(s)</li></ul>
Coffee Break	\$2,500	<ul style="list-style-type: none"><li>Your company logo will be prominently displayed during one chosen coffee break</li></ul>



## Sponsorship Program

The Association of Alberta Municipalities (ABmunis) is a not-for-profit organization that works to make municipalities stronger and more effective, this includes providing cost-saving programs and working to provide municipal officials with tools to succeed, and programs to help maximize taxpayer dollars. The ABmunis Annual Convention is a premier opportunity for your organization to connect with municipal officials from across Alberta and support them in the delivery of critical services in their communities. Sponsorship not only supports ABmunis' membership, it also supports ABmunis' ability to deliver educational and strategic programming with the fundamental goal of building sustainable communities across our province.

## ABmunis' Sponsorship Program

ABmunis' sponsorship program is intended as a mutually beneficial exchange whereby the sponsor receives value in return for a financial contribution and/or products and services in-kind to ABmunis. Sponsorships afford opportunities for participating companies and organizations to raise their profile and enhance their image.

## Managing ABmunis' Sponsorship

ABmunis' Sponsorship Program advances our objectives to support its membership in community development and sustainability. The Sponsorship Program adheres to ABmunis' principles and policies with oversight by its Convention Planning Team and Executive Office.

## Principles of ABmunis' Sponsorships

The Sponsorship Program is guided by several principles:

- ABmunis' sponsorships must be in the best interest of its corporation and its membership.
- Goals and objectives of sponsoring organizations must be compatible with ABmunis' goals, objectives, policies and generally supportive of ABmunis' mandate and its affiliated corporations.
- Sponsorships cannot be made conditional on ABmunis' event performance outcomes.
- Sponsorships do not imply ABmunis' endorsement of products or services.
- Sponsorships generally will not be provided on an exclusive basis.

## Sponsorship Approval

Approval of all corporate sponsorships will remain the decision of ABmunis on a case-by-case basis and ABmunis reserves the right to refuse any sponsorship opportunity. Conditions of Sponsorship:

1. Sponsors must have no expectation of having any impact on the policies and operating procedures of ABmunis or its affiliated companies.
2. Any public use of the name, images, and logos of ABmunis, must receive written approval by the ABmunis Senior Director of Marketing and Communications.
3. Following Canada's Anti-Spam Legislation (CASL), ABmunis does not share registrant contact information.
  - If a Sponsor intends to collect any personal data from event attendees during an ABmunis event, a privacy statement must be communicated (through posting, flyer etc.) by the sponsor/exhibitor advising that personal data is being collected and what the intended use for this information will be. Attendees must approve this collection.
  - Sponsors are prohibited from sharing any registrant information to anyone outside the organization.
  - It is prohibited that any registrant information is transferred or sold to any third party.

4. A party shall not be deemed in default of this policy, nor shall it hold the other party responsible for, any cessation, interruption or delay in performance of its obligations due to an act of God, war, terrorism, health-related emergency affecting a local or general population, or other similar event beyond the reasonable control of that party (Force Majeure), provided the party so affected gives prompt written notice thereof and takes all steps reasonably necessary to mitigate the effects of the Force Majeure event. If the event is cancelled due to a Force Majeure event, sponsorship payments will be refunded and neither party will be held liable for any other costs or expenses incurred by the other party.
5. All sponsorship payments will be invoiced with the completed sponsorship agreement and the invoice shall be paid net thirty (30) days from receipt of invoice (unless otherwise specified/agreed).
6. In addition, sponsorship proposals will not be accepted from organizations or individuals that:
  - a. Produce, sell or distribute cannabis products, as prescribed in Section 21 of the Cannabis Act (Canada);
  - b. Sell, advertise or promote tobacco products, as prescribed in Section 7.2 and 7.3 of the Tobacco and Smoking Reduction Act (Alberta);
  - c. Manufacture firearms and/or weapons;
  - d. Are dedicated to religious interests; or
  - e. Discriminate on the basis of race, ethnic origin, colour, religion, age, sex, sexual orientation, marital status, family status, disability or any other characteristic protected by law.

## Termination of Sponsorship

ABmunis reserves the right to terminate an existing sponsorship should conditions arise during the term of the sponsorship that result in it conflicting with this agreement, or that is no longer supporting the best interests of ABmunis. Should an existing sponsorship agreement be terminated by ABmunis, sponsorship dollars will be returned to the other party, minus any costs that have already been incurred (signage, printed materials, etc.)

*I acknowledge that I have read and understand the terms.*



## 1. Organization/contact information

Organization			
Contact name		Job title	
Address			
City/Prov		Postal code	
Telephone		Email	

## 2. Sponsorship level

Presenting	Supporting	Contributing	Fostering	Sustaining
\$	\$	\$	\$	\$
We agree to contribute the above amount		in cash	in kind (description)	
Our organization will be providing an item for the delegate kits in kind (See 'Items for delegate kits' below for detailed information.)				

## 3. Signature

By signing this sponsorship agreement, the sponsor agrees to comply with the terms of the sponsorship.

Signature	X	Date (MM/DD/YYYY)	
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## Submission instructions

Email this completed form and a logo (vector format) to Maegan Sheskey, Events Manager at [sponsorship@abmunis.ca](mailto:sponsorship@abmunis.ca).

*ABmunis Signature*