



PARTNERSHIP OPPORTUNITIES

2012-2013

41st Annual CAMA Conference

May 28-30, 2012

Saskatoon, Saskatchewan

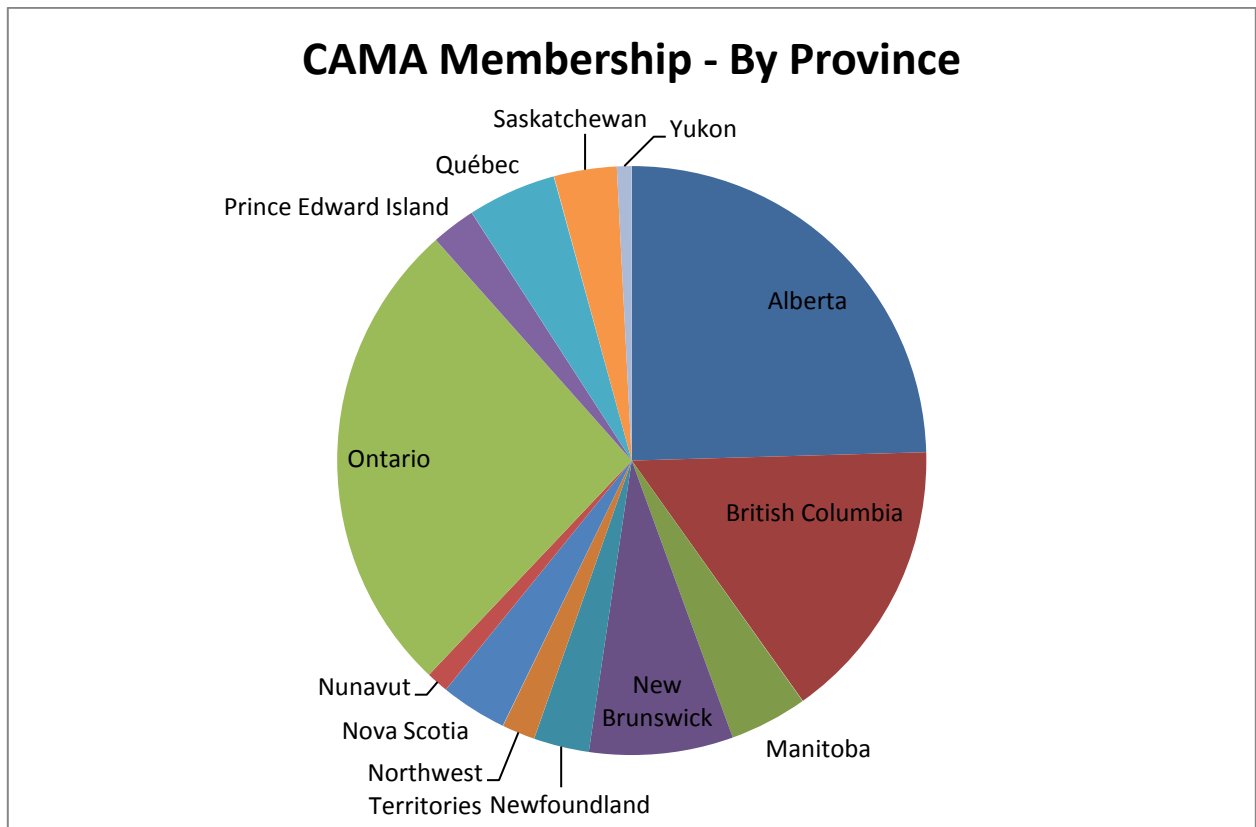


The Canadian Association of Municipal Administrators – CAMA is pleased to present the following opportunities for partnership. Following is an outline of the five levels of partnership – platinum, gold, silver, bronze and contributors.

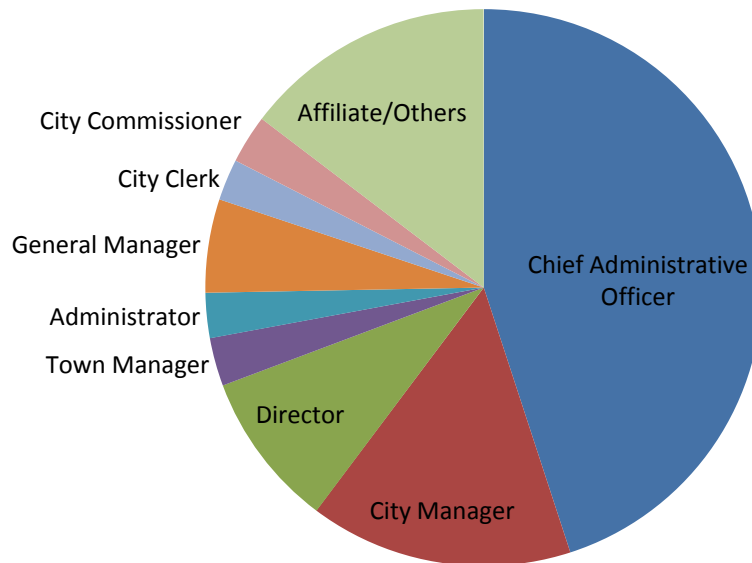
Partners may participate in multiple ways:

- Choose from a menu of partnership opportunities for the **Annual Conference** in Saskatoon, May 28 – 30, 2012 at the TCU Place Convention Centre.
- Choose to become an 'annual partner'.

A partnership with CAMA is a partnership with municipal managers across Canada.



CAMA Membership - By Title



- **Year after year, CAMA members meet to review the latest innovations to assist them in effective local government.**
- CAMA members are from all provinces and territories and collectively represent more than 70% of the nation's population.
- The local governments under their administration spend in excess of \$40 billion annually.
- More than 75% of CAMA conference delegates are the most senior appointed officials in their local governments. Generically called CAO's, they include City and town managers, administrators, directors general or chief commissioners.
- Other delegates include retired or honorary members, emerging managers and decision makers in municipalities, private sector consultants, product or service providers.
- CAMA membership is growing. A partnership with CAMA is seen as a partnership in enhancing excellence in local government management.



AFFILIATE MEMBERSHIP

A CAMA Affiliate membership is available to individuals not employed in municipal administration but that work closely with municipal administrators in either the government or non-profit sector, or who work in the private sector, for a cost of \$500.00 plus tax/year. For more details on the advantages of being a CAMA member visit <http://www.camacam.ca/en/advantages.asp>

PLATINUM PARTNER

PLATINUM PARTNERS (\$20,000+) ARE RECOGNIZED IN THE FOLLOWING WAYS FROM MAY 2012 TO APRIL 2013

- Partner's logo on the Partner Recognition page on CAMA's website.
- Web hotlink to organization's website from logo on the CAMA web page.
- Opportunity to set up banners and/or present promotional material at all CAMA special events.
- Partner recognition at Annual Meeting.
- Placement of logo in prominent location on invitations and/or print materials sent by mail to promote special events hosted by CAMA from time to time.
- Appreciation plaque to recognize the importance of our partner's contributions.
- Offered first right of acceptance/refusal on opportunities for partnering in 'new' partnership opportunities in order of partnership contribution.

PLATINUM PARTNER'S OPPORTUNITIES - ANNUAL CONFERENCE

PRESIDENT'S DINNER PARTNER

FEE: \$20,000

In addition to receiving the above recognition throughout the year, a Platinum Partner who partners the President's Dinner receives the following:

- Two complementary VIP passes for representatives of your organization to attend the conference and meet the participants including all social events.
- A table of 8 for employees or guests to attend the PRESIDENT'S DINNER.
- Two seats at the President's table (which will include the President, incoming President and host CAO).
- Signage as a partner at the President's Dinner and throughout the annual conference venue.
- Logo placement on website for the Annual Conference
- Opportunity to deliver a brief message at the President's Dinner at the annual conference.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page that will be electronically inserted on a Conference memory stick or posted on the CAMA website.



GOLD PARTNER

GOLD PARTNERS (10,000-\$19,999) ARE RECOGNIZED FROM MAY 2012 TO APRIL 2013:

- Partner's logo on the Partner Recognition page on CAMA's website.
- Web hotlink to organization's website from logo on the CAMA web page.
- Opportunity to set up banners, promotional signage or place literature in designated areas for partners at special events hosted by CAMA from time to time.
- Appreciation plaque to recognize the importance of our sponsor's contributions.
- Offered first right of acceptance/refusal on opportunities for partnering in 'new' marketing and promotional activities in order of partnership contribution.
- Placement of logo in prominent location on invitations and/or print materials sent by mail to promote special events hosted by CAMA from time to time
- Partner's Recognition at Annual Meeting

GOLD PARTNER'S OPPORTUNITIES - ANNUAL CONFERENCE

CASUAL NIGHT OUT PARTNER

FEE: \$15,000

At each CAMA Conference one night is left open for the host committee to plan a unique evening that features a distinctive local flavour. You can expect a full house and a great evening! (Tickets are also available for sale to other members of the community involved in Municipal Administration.)

- Two complementary VIP passes for representatives of your organization to attend the conference and meet the participants including all social events.
- A table of 8 for employees or guests to attend the Casual Night Event.
- Signage as a partner at the Event
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- Opportunity to provide a promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- There will be a podium and microphone available at this event in order for someone from your organization to introduce themselves and the company. However, please note that this venue is not conducive to a product presentation.
- All the benefits associated with Gold Partner recognition.



WELCOME RECEPTION PARTNER

FEE: \$10,000

The Welcome Reception is always a big hit with delegates and companions. This year's Welcome Reception will be held within the trade show area, where you can expect excellent attendance, which translates into extensive networking opportunities! The reception is held from 6 pm – 10 pm and includes hors d'oeuvres and a cash bar. Partners receive:

- An opportunity to address the audience and speak about your company, with the caveat that the venue is not conducive to lengthy presentations.
- Ten (10) passes for employees or guests to attend the Welcome Reception.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Gold Partner recognition.

GOLF DAY PARTNER

FEE: \$10,000

At each CAMA Conference, Golf Day is a "must-do" event. The Annual CAMA Golf Day expects anywhere from 80-100 golfers and a lot of fun! Traditionally CAMA tournaments run on average around 20 foursomes. This year the Golf Day will be held on May 28, 2012 at the Willows Golf Course to kick off the whole Conference. We encourage the partner of this event to be on hand for this day and act as "Golf Master". This is an excellent opportunity for partners to be involved in a truly recreational portion of the Conference.

- An opportunity for four people from your organization to join delegates on the course.
- There will be a podium and microphone available at this event for a representative from your organization to introduce themselves and the company. However, please note that this venue is not conducive to a product presentation.
- Four (4) Complimentary Passes to Welcome Reception for representatives from your organization.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Gold Partner recognition.



CAMA AWARDS OF EXCELLENCE IN MUNICIPAL ADMINISTRATION FEE - \$10,000/year

Annually, CAMA recognizes outstanding leadership, innovation and programs from among the CAMA membership that have been submitted by nominees across the country. These prestigious Awards are presented during an Awards Luncheon held during the CAMA Annual Conference

- An opportunity for four people from your organization to join delegates at the Awards Luncheon.
- One complementary VIP pass for a representative from your organization to attend the Conference on the day of the partnership.
- There will be a podium and microphone available at this event in order for someone from your organization to introduce themselves and the company. However, please note that this venue is not conducive to a product presentation.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- Corporate logo will be strategically placed on all dedicated web pages for the Awards of Excellence in Municipal Administration.
- Partner will be able to send out press releases to winning municipalities announcing the recipients immediately following the Awards Luncheon.
- All the benefits associated with Gold Partner recognition.

GOLD PARTNER ANNUAL OPPORTUNITIES

CAMA E-BRIEF FEE - \$10,000 per year (from date of signed agreement)

SOLD UNTIL DECEMBER 2011

This national e-mail blast is distributed to the entire CAMA membership and stakeholders bi-weekly and contains news articles, CAO Member Profiles from across the country, contributed articles of interest, CAMA Board news and other timely information of interest to CAO's across Canada.

- Prominence in placement of corporate logo in e-Brief.
- Opportunity to present an article of interest to CAMA membership in e-Brief. Content of article subject to review by e-Brief editor.
- Corporate logo will be strategically placed on e-Brief webpage and in all archived issues.
- All the benefits associated with Gold Partner recognition.



JOB SCENE BROADCAST

FEE: \$10,000 per year (from date of signed agreement)

A national job posting service, Job Scene Broadcast is sent out weekly to the entire CAMA membership and stakeholders.

- Prominence in placement of corporate logo in Job Scene Broadcast.
- Corporate logo will be strategically placed on Job Scene Broadcast webpage.
- Opportunity to present an article of interest to CAMA membership in the first publication issue of Job Scene Broadcast. Content of article subject to review by the e-Brief editor.
- All the benefits associated with Gold Partner recognition.

CAMA WEBSITE

FEE: \$10,000 per year (from date of signed agreement)

CAMA Website Fee - \$10,000 per year -This annual partnership would provide front page and interior page recognition to the partner and the opportunity for hyper links to be put on the CAMA site to attract visitors to the appropriate site.

- Prominence in placement of corporate logo on CAMA Website home page.
- All the benefits associated with Gold Partner recognition.

SILVER PARTNER

SILVER PARTNERS (\$5,000 to \$9,999) ARE RECOGNIZED FROM MAY 2012 TO APRIL 2013

- Partner's logo on the Partner Recognition page on CAMA's website.
- Web hotlink to organization's website from logo on the CAMA web page.
- First right of acceptance/refusal on new opportunities for partnerships on the order of partnership contribution.
- Partners recognition at Annual Meeting.



SILVER PARTNER OPPORTUNITIES - ANNUAL CONFERENCE

KEYNOTE SPEAKER

FEE: \$8,000

- An opportunity for a representative from your company to introduce the speaker.
- One complementary VIP pass for a representative from your organization to attend the Conference on the day of the partnership.
- Opportunity to provide a promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or on the CAMA website.
- Signage as a partner during the Event
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Silver Partner recognition.

DELEGATE SHIRTS

FEE: \$7,500

At each CAMA Conference shirts are provided to the delegates. This is an opportunity to showcase your company's logo (along with the CAMA/Conference logo) embroidered on the shirt.

- Signage as a partner at the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a memory stick or on the CAMA website.
- All the benefits associated with Silver Partner recognition.

MEMORY STICKS

FEE: \$7,500

Promoting a green conference, a catalogue presenting all the exhibitors and sponsors will be distributed to the delegates in electronic format on a memory stick. Also included on the memory stick will be speaker handouts and CAMA information. The conference memory stick provides the sponsor increased visibility by having your corporate logo displayed prominently on the memory stick.

- Signage as a partner at the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on the Conference memory stick or posted on the CAMA website.
- All the benefits associated with Silver Partner recognition.



COMPANION'S PROGRAM PARTNER

FEE: \$5,000

This is a truly unique opportunity to be involved in one aspect of the Conference that really hits home – the COMPANION'S PROGRAM. This program features tours of the local attractions, presentations on issues that are important to the families of Municipal Administrators, along with a healthy dose of networking. We also encourage the partner of this program to consider having delegate bags or t-shirts printed for the Partners as a visual reminder of your partnership (this is an additional cost and is determined on a per partner basis). Your support as a COMPANION'S PROGRAM PARTNER includes:

- Two (2) complimentary passes for representatives to attend Welcome Reception.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Silver Partner recognition

BRONZE PARTNER

BRONZE PARTNERS (\$1,000 to \$4,999) ARE RECOGNIZED FROM MAY 2012 TO APRIL 2013

- Partner's logo on the Partnership page on CAMA's website.
- Web hotlink to organization's website from logo on the CAMA web page.
- First right of acceptance/refusal on new opportunities for partnerships in the order of partnership contribution.
- Partners' recognition at Annual Meeting.

BRONZE PARTNER OPPORTUNITIES - ANNUAL CONFERENCE

TRANSPORTATION PARTNER

FEE: \$3,000

- Corporate name and logo recognition on Transit vehicles.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition



HOSPITALITY SUITES

FEE: \$3,000

The Hospitality Suites are an extremely popular location with CAMA delegates each evening. However, please note that this venue is not conducive to a product presentation. Your support as a HOSPITALITY SUITE PARTNER includes:

- Your organization will act as host of the Suite to round-out one evening of the Conference.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition

BREAKFAST PARTNER

FEE: \$2,500

- Opportunity to deliver a brief message at the Breakfast.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition.

PROGRAM PARTNER

FEE: \$2,500

- Corporate name and logo recognition on preliminary and final Conference program.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition

NAME TAG PARTNER

FEE: \$2,500

- Corporate name and logo recognition on name tag.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition.



PHOTOGRAPHY PARTNER

FEE: \$1,500

- Corporate name and logo recognition on photographs.
- Logo on all of the Conference photographs that will be playing on a looped presentation at the President's Dinner.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event.
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition

REFRESHMENT BREAK PARTNER

FEE: \$1,500

- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be electronically inserted on a Conference memory stick or posted on the CAMA website.
- Signage as a partner during the Event
- Appropriate recognition throughout the Conference and in all literature promoting the Conference.
- All the benefits associated with Bronze Partner recognition.

CONTRIBUTORS

CONTRIBUTORS (\$999 and less) ARE RECOGNIZED FROM MAY 2012 TO APRIL 2013

- Alphabetical listing on Partnership page in CAMA's website.
- Recognized in CAMA brochures and marketing materials in a regular text listing.
- Alphabetical listing in all partner recognition during CAMA'S special events held from time to time.

DOOR PRIZES

DONATED VALUE \$150 PLUS

Door prizes are awarded during the Closing Ceremonies.

- Donors representative may present the prize and say a few words.
- Appropriate recognition during the Conference.
- All the benefits associated with Contributors' Partner recognition.