QUEBEC CITY, QC

MAY 27-29, 2019

CAMA 2019 PARTNERSHIP OPPORTUNITIES

Québec City, QC
May 27-29, 2019

CAMA 2019

Conference Partnership Opportunities

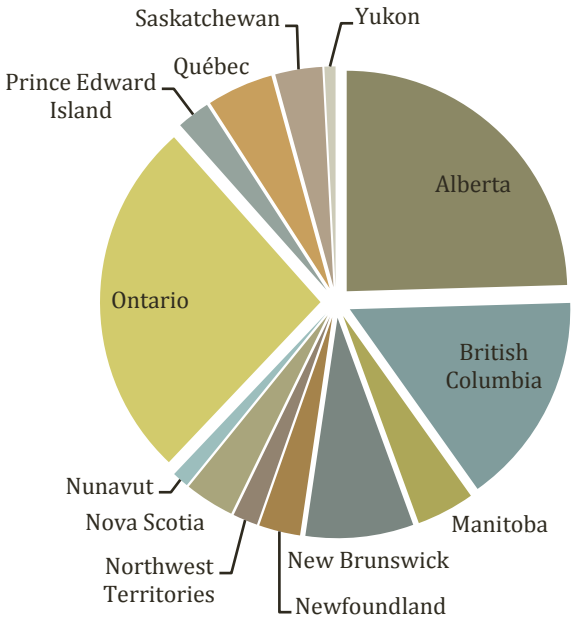
The Canadian Association of Municipal Administrators – CAMA is pleased to present the following Partnership opportunities for the 48th Annual CAMA Conference being held on May 27-29, 2019 at the Hilton Québec and the Convention Centre.

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

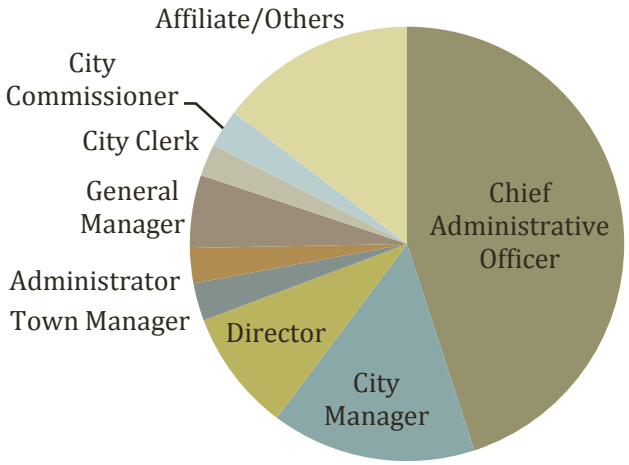
- Year after year, CAMA members meet to review the latest innovations to assist them in effective local government.
- CAMA members are from all provinces and territories and collectively represent more than 70% of the nation's population.
- The local governments under their administration spend in excess 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.

A partnership with CAMA is seen as a partnership in enhancing excellence in local government management.

CAMA Membership - By Province



CAMA Membership - By Title



THE OPPORTUNITIES

Platinum ($20,000+)	**Contribution Amount**
President's Dinner	$20,000
Gold ($10,000 - $19,999)	**Contribution Amount**
Casual Night Out	$15,000
Welcome Reception	$10,000
Golf Tournament	$10,000
Long Services Awards Luncheon	$10,000
Silver ($5,000 - $9,999)	**Contribution Amount**
Keynote Speaker (Opening or Closing)	$8,000
Companion Programs	$5,000
Social Media Partner	$5,000
Bronze ($1,000 - $4,999)	**Contribution Amount**
Transportation	$3,000
Hospitality Suites (Monday & Tuesday)	$3,000
Breakfast (Tuesday & Wednesday)	$3,000
Program Partner	$2,500
Refreshment Breaks (2 on Tuesday and 1 on Wednesday)	$1,500/each

Contributor (Under $1,000)	Contribution Amount
Casual Night Out Table Sponsor	$500.00
Option 1: Golf Hole Sponsorship	$200.00
Option 2: Golf Hole Sponsorship	$500.00

PLATINUM PARTNERSHIP OPPORTUNITIES

Platinum Partners ($20,000+) are recognized in the following ways from May 2019 to April 2020

- 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.
- 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.

PRESIDENT'S DINNER PARTNER $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 posted on the CAMA website.

GOLD PARTNERSHIP OPPORTUNITIES

Gold Partners ($10,000 - $19,999) are recognized in the following ways from May 2019 to April 2020

- 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

CASUAL NIGHT OUT DINNER $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 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 $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 6:00 pm – 9:30 pm and includes hors d'oeuvres and a cash bar. Partners receive:

- An opportunity to address the audience and speak about your company at the Opening Ceremonies, 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 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 TOURNAMENT PARTNER $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. 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 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 Long Service Awards Luncheon $10,000

CAMA's Long Service Recognition Awards Program recognizes and celebrates CAMA members' dedication to public service and municipal management. These awards are based on the number of years of full-time, paid employment in municipal government in a management capacity (a Chief Administrative Officer or reporting directly to a Chief Administrative Officer). They are granted at ten years and given in five year increments with the twenty year (and up) awards being presented during an Awards Luncheon held during the Annual Conference.

- An opportunity for four people from your organization to join delegates at the Awards Luncheon.
- 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 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 Long Service Awards.
- All the benefits associated with Gold Partner recognition.

Silver Partnership Opportunities

Silver Partners ($5,000 - $9,999) are recognized in the following ways from May 2019 to April 2020

- 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.

KEYNOTE SPEAKER $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 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.

COMPANION'S PROGRAM PARTNER $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 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

SOCIAL MEDIA BOOTH & CONFERENCE MOBILE APP PARTNER $5,000

The CAMA Social Media Booth will be set up near the Conference Tradeshow. Here is your chance to have your logo prominently displayed where attendees will be able to give immediate feedback on sessions and events. CAMA's Social Media Coordinator will be on-site to assist with ensuring that your organization is actively interacting with delegates.

Back by popular demand, CAMA is offering a mobile app to our members and conference attendees. The app will be available to those on-site in Fredericton, but also to those who cannot attend. The app provides access to event information from agenda to speaker bios, and maps right from your smartphone, and in one place. Link to other delegates, and view exhibitors right from your phone, tablet

or laptop, and provide real-time feedback, ask questions and participate in discussions. Participants can access information on changes, announcements and time sensitive content. The app is provided for free by CAMA, and is presented by EventMobi.

The Conference Mobile App will allow your company to achieve maximum exposure on the mobile guide. **Last year, CAMA's Conference Mobile App had 383 unique visitors, and over 12,876 page views.** Your logo or graphical ad will be prominently displayed on the opening page that will be viewed by all visitors. Graphics will be on the top and bottom. When clicked users will be directed to the sponsor's enhanced listing page. Work with CAMA's Social Media Coordinator to create a survey questionnaire for attendees to collect market research or to create buzz and generate leads.

- Direct recognition on social media sites (Twitter, Facebook).
- Opportunity to have signage as backdrop for video interviews that are taken during the conference, and will appear on social media sites (Facebook, YouTube)
- Logo or graphical ad on opening page of Mobile App.
- 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, which will be posted to the CAMA website.
- All the benefits associated with Silver Partner recognition.

BRONZE PARTNERSHIP OPPORTUNITIES

Bronze Partners ($1,000 - $4,999) are recognized in the following ways from May 2019 to April 2020

- 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.

TRANSPORTATION PARTNER $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 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 Suite Partner – Monday & Tuesday Nights
$3,000/each

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 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 $3,000

- Opportunity to deliver a brief message at the Breakfast.
- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be 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 $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 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 $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 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 $1,500/each

- Opportunity to provide promotional literature, limited to one 8½" x 11" page, that will be 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.

Contributor Opportunities

Casual Night Out Table Sponsor $500/table

- One ticket for a representative from your company to attend the Maritime Kitchen Party.
- An opportunity to **speak to delegates at the table you have sponsored.**
- Signage at the table you have sponsored

Golf Hole Sponsorship Opportunity

Option #1: Hole Sponsor **Cost: $200.00/each**

- Company name on sign at one hole on the course.
- Verbal mention of sponsor during Golf Luncheon.

Option #2: Hole Sponsor **Cost: $500.00/each**

- Company name on sign at one hole on the course.
- Opportunity to set up product sampling, demonstrations, etc. at the hole and be staffed by company employee(s).
- Verbal mention of sponsor during Golf Luncheon.
- Ticket to attend Golf Luncheon with players.

Sponsor Obligations

- The Sponsor shall refrain from any conduct that would detract from the image of integrity or professionalism of the Canadian Association of Municipal Administrators.
- The Sponsor shall maintain the confidentiality of privileged information entrusted by the Canadian Association of Municipal Administrators.
- The Sponsor shall make reasonable effort to minimize conflicts between events which may be hosted by the Sponsor and the Annual Conference's scheduled activities.
- Use of the CAMA logo and name by the Sponsor requires the approval of the CAMA Executive Director.