



2024 CAMA CONFERENCE— BANFF, ALBERTA  
JUNE 3-5, 2024



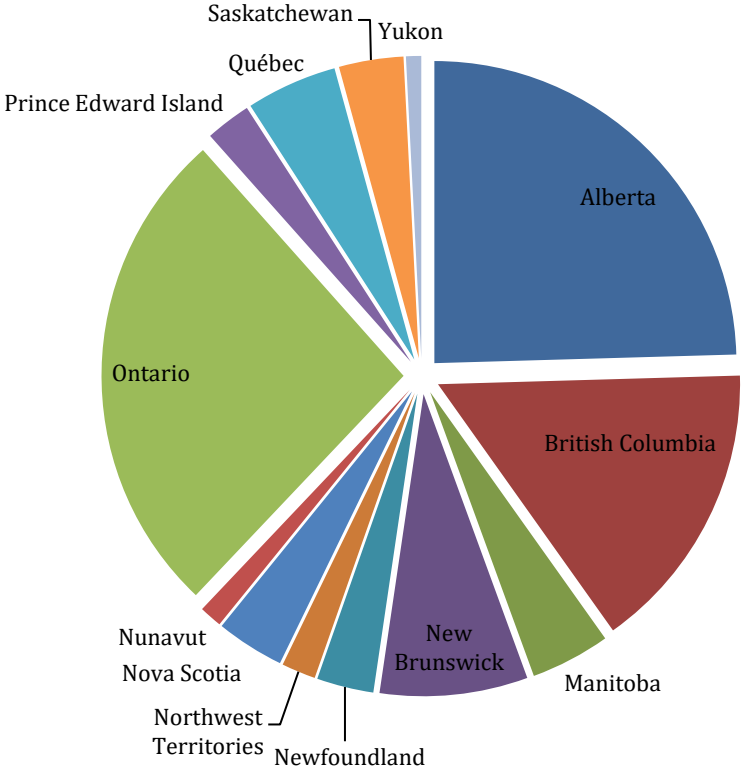
**2024**  
**PARTNERSHIP**  
**OPPORTUNITIES**

# 2024 CAMA CONFERENCE

The Canadian Association of Municipal Administrators – CAMA is pleased to present the following partnership opportunities for the 50<sup>th</sup> Annual CAMA Conference being held on June 3-5, 2024 at the Fairmont Banff Springs Hotel, in Alberta.

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

## CAMA Membership - By Province



# FACTS ABOUT CAMA MEMBERSHIP

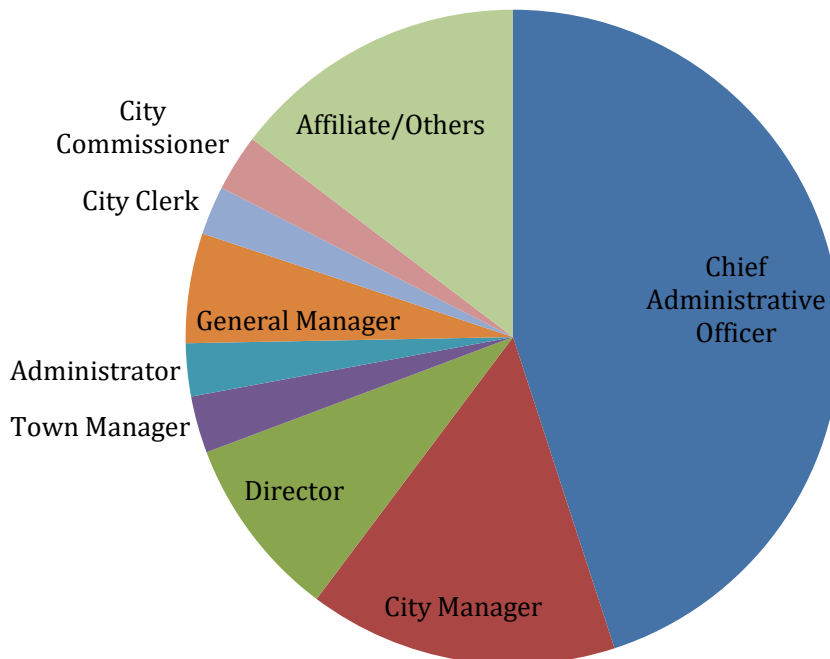
As a national association, the CAMA membership offers a wide geographical appeal to potential business partners and has a membership of over 700 local government professionals.

Canadian municipalities spend in excess of \$40-billion annually and CAMA members represent over 85% of the nation's population.

CAMA members are the most senior appointed officials in their municipalities including Chief Administrative Officers (CAO)/City Managers and any person employed in a senior management position that reports directly to the CAO (Deputy CAOs, Directors, Departments Heads, General or Chief Commissioners, City Clerks, etc.)

Other delegates include retired or honorary members, emerging managers and decision makers in municipalities, private sector consultants, product or service providers.

## CAMA Membership - By Title



## THE OPPORTUNITIES

<b>THE OPPORTUNITIES</b>	
<b>Platinum (\$20,000+)</b>	<b>Contribution Amount</b>
President's Dinner	\$20,000
<b>Gold (\$10,000 - \$19,999)</b>	<b>Contribution Amount</b>
Casual Night Out	\$15,000
Plenary Session Speaker	\$15,000
Welcome Reception	\$10,000
Golf Tournament	\$10,000
Long Services Awards Luncheon	\$10,000
<b>Silver (\$5,000 - \$9,999)</b>	<b>Contribution Amount</b>
Introduction of Keynote Speaker (Opening or Closing)	\$8,000
Breakout Session Speaker	\$8,000
Social Media Partner	\$7,500
Conference Mobile App Partner	\$7,500
<b>Bronze (\$1,000 - \$4,999)</b>	<b>Contribution Amount</b>
Hospitality Suites (Monday & Tuesday)	\$4,000
Transportation	\$3,000
Breakfast (Tuesday & Wednesday)	\$3,000
Name Tag Partner	\$2,500
Program Partner	\$2,500
Refreshment Breaks (2 on Tuesday and 1 on Wednesday)	\$2,500/each
<b>Contributor (Under \$1,000)</b>	<b>Contribution Amount</b>
Option 1: Golf Hole Sponsorship	\$200
Option 2: Golf Hole Sponsorship	\$500

## **PLATINUM PARTNERSHIP OPPORTUNITIES**

**Platinum Partners (\$20,000+) are recognized in the following ways from May 2024 to April 2025**

- 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 the Annual CAMA Conference.
- Placement of logo in prominent location on CAMA's e-brief newsletter.
- 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 complimentary 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 2024 to April 2025**

- 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 material at the Annual CAMA Conference.
- Appreciation plaque to recognize the importance of our sponsor's contributions.
- Placement of logo in prominent location on CAMA's e-brief newsletters.
- Partner's Recognition at the Annual General Meeting.
- Offered first right of acceptance/refusal on opportunities for partnering in 'new' marketing and promotional activities in order of partnership contribution.

### **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.

## **PLENARY SESSION SPEAKER**

**\$15,000**

Opportunity to deliver a Plenary Session at the CAMA Conference that reflects the theme. The details of the session are to be approved by CAMA Executive Director and the CAMA Board of Directors.

- Two complementary VIP passes for representatives from your organization to attend the conference and meet the participants including all social events.
- 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.

## **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 – 9:00 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 2024 to April 2025**

- 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.
- Partners recognition at the Annual General Meeting.
- First right of acceptance/refusal on new opportunities for partnerships on the order of partnership contribution.

### **INTRODUCTION OF 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.

### **BREAKOUT SESSION SPEAKER**

**\$8,000**

An opportunity for your organization to coordinate and lead a Breakout Session at the Conference. The content of the session must be approved by CAMA Executive Director and the CAMA Board of Directors.

- All logistics and details to be coordinated with CAMA Executive Director.
- The breakout session is for 60 minutes and will be included as part of the Conference program and registration.
- 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.

## SOCIAL MEDIA BOOTH PARTNER

\$7,500

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.

- 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)
- 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.

## CONFERENCE MOBILE APP PARTNER

\$7,500

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 at the Conference, 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. **CAMA's 2023 Conference Mobile App had 338 unique visitors, and over 16,998 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 2024 to April 2025**

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

### **HOSPITALITY SUITE PARTNER – MONDAY & TUESDAY NIGHTS**

**\$4,000/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.

### **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.

## **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 along with a one-page company advertisement.
- 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**

**\$2,500/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

## 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.

# TYPICAL PROGRAM-AT-A-GLANCE

## Monday

10:00 a.m. to 3:00 p.m.	Regular Trade Show Exhibitor Set Up
7:30 a.m. to 2:30 p.m.	Golf Tournament
Morning/Afternoon	Pre-Conference Activities
1:00 p.m. to 5:00 p.m.	Provincial/Territorial Association Meeting
6:30 p.m. to 9:00 p.m.	Opening Reception at Trade Show
9:00 p.m. to 10:30 p.m.	Hospitality Suite

## Tuesday

6:00 a.m. to 7:00 a.m.	Morning Run
7:15 a.m. to 8:15 a.m.	Breakfast
8:15 a.m. to 9:00 a.m.	Annual General Meeting
9:00 a.m. to 9:15 a.m.	Opening Ceremonies
9:15 a.m. to 10:30 a.m.	Opening Keynote Speaker
10:30 a.m. to 11:00 a.m.	Refreshment Break & Exhibitor Tradeshow
11:00 a.m. to 12:00 Noon	Plenary Session
12:00 Noon to 1:00 p.m.	Long Service Awards Luncheon
1:00 p.m. to 1:30 p.m.	Dessert in Exhibitor Tradeshow for Delegates
1:30 p.m. to 2:30 p.m.	Breakout Sessions
2:30 p.m. to 3:00 p.m.	Refreshment Break & Exhibitor Tradeshow
3:00 p.m. to 4:00 p.m.	Breakout Sessions
6:30 p.m. to 9:00 p.m.	Casual Night Out
9:00 p.m. to 10:30 p.m.	Hospitality Suite

## Wednesday

6:00 a.m. to 7:00 a.m.	Morning Run
7:15 a.m. to 8:15 a.m.	Breakfast
8:15 a.m. to 9:30 a.m.	Plenary Session
9:30 a.m. to 10:00 a.m.	Refreshment Break & Exhibitor Tradeshow
10:00 a.m. to 11:00 a.m.	Plenary Session
11:00 a.m. to 12:00 Noon	Closing Keynote
12:00 Noon to 1:00 p.m.	CAMA Awards of Excellence Lunch
1:00 p.m. to 1:30 p.m.	Closing Ceremonies in Exhibitor Tradeshow
2:00 p.m. to 4:00 p.m.	Study Tours/Workshops
6:30 p.m. to 7:00 p.m.	President's Dinner Reception
7:00 p.m. to 11:00 p.m.	President's Dinner