



SPONSORSHIP OPPORTUNITIES



Since 1906, SUMA has represented the collective strength of Saskatchewan's communities. We are a member-driven organization and believe in providing innovative and value-driven programs and services to our members while advocating other orders of government on their behalf.

SUMA represents 441 urban governments in Saskatchewan - 16 cities, 149 towns, 225 villages, 38 resort villages, and 13 northern municipalities.

Our 2023 SUMA Convention and Tradeshow will be held from April 16-19. Delegates will gather in Saskatoon to tune into new ideas from peers, presenters, exhibitors, and provincial leaders.

There are a wide range of sponsorship opportunities available during our Convention and Tradeshow. SUMA sponsorships are an excellent way for your organization to gain visibility and recognition with municipal decision-makers from across Saskatchewan.

For more information regarding SUMA's sponsorship opportunities, please contact Catherine Holland at 306-525-4466 or email marketing@suma.org.

Sincerely,

Randy Goulden
SUMA President

Jean-Marc Nadeau
Chief Executive Officer

SPONSORSHIP OPPORTUNITIES

| BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES | |
|---|--|
| • | SUMA Website: Corporate logo recognition in convention section |
| • | SUMA Website: Corporate logo, hyperlink, and company description under Events section |
| • | Municipal Voice: Sponsor recognition in pre-convention issue if sponsorship is confirmed by January 31, 2023 |
| • | Municipal Voice: Sponsor recognition in post convention issue |
| • | Multimedia Presentation: Corporate logo recognition on rolling PowerPoint when not in session |
| • | Sponsor Table Cards: Corporate logo recognition throughout convention |
| • | Convention App: Sponsor recognition on app |
| • | First Right of Refusal: Sponsorship must be confirmed by January 15, 2024 |
| • | Commercials: 10% off plenary and breakout |
| • | Tradeshow Booth: \$200 discount on premium booth |

SPONSORSHIP ADDITIONS

| OPTIONAL ADDITIONS TO ANY SPONSORSHIP PACKAGE | | |
|---|---|----------------|
| • | Early Bird Convention Registration: March 2, 2023 - Deadline at midnight | \$700 |
| • | Convention Registration | \$800 |
| • | Welcome Reception Ticket (non-refundable) | \$50 |
| • | President’s Banquet Ticket (non-refundable) | \$80 |
| • | Plenary Commercial - 30 second commercial to play before plenary programming | \$1,500 |
| • | Breakout Commercial - 30 second commercial to play before session programming | \$500 |
| • | Delegate Bag Insert (10 available): Responsible for cost of item and it must be provided to SUMA no later than March 29, 2023 | \$1,000 |
| • | Tradeshow Booth | \$1,000 |
| • | Small Community Support Initiative - 2 convention registrations purchased for a member municipality Benefits • Verbal recognition • Lunch with recipients • Sponsorship citation in post convention issue of Municipal Voice | \$1,000 |

For more information on Convention 2023 sponsorship opportunities, contact [Catherine Holland](#), Marketing and Sponsorship Coordinator, at: 306-525-4466

SPONSORSHIP OPPORTUNITIES

| MUNICIPAL MARKETPLACE SPONSOR | | SOLD | GENERAL |
|-------------------------------|---|------|---------|
| Details: | <i>The tradeshow is an opportunity to highlight your company to all convention delegates, other municipal employees, as well as other exhibitors.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed on all electronic and hard copy signage throughout the tradeshow • Company name attached to all communications that mention the Municipal Marketplace | | |

| REGISTRATION SYSTEM SPONSOR | | Fees: \$3,500 | GENERAL |
|-----------------------------|---|---------------|---------|
| Details: | <i>The registration system is used by all city managers, CAO's, and administrators from our 441 member municipalities who register their delegates for convention.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo recognition on registration system • Ad in all registration and event information emails sent (at least 6 emails) • Corporate logo recognition with hyperlink on all confirmation emails to main contact (at least 3 emails) | | |

| DELEGATE BAG SPONSOR | | Fees: \$5,500 | GENERAL |
|----------------------|--|---------------|---------|
| Details: | <i>The delegate bag is received by all delegates at the time of registration and is used in the Municipal Marketplace to collect exhibitor information and giveaways.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed, along with SUMA logo on the front of the delegate bag • Opportunity to insert handout of promotional item in the delegate bag (supplied by sponsor) | | |

| HOTEL KEY CARD SPONSOR | | Fees: \$5,500 | GENERAL |
|------------------------|--|---------------|---------|
| Details: | <i>The hotel key cards are used at over 600 rooms booked at the designated partner hotels.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed on one side of the key cards • Opportunity to included sponsor message on card | | |

| AGENDA CARD SPONSOR | | Fees: \$2,500 | GENERAL |
|---------------------|---|---------------|---------|
| Details: | <i>5 x 4" agenda card is placed in all delegate name badges at the time of registration.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed on both sides of the agenda card | | |

| CONVENTION APP SPONSOR | | Fees: \$5,500 | GENERAL |
|------------------------|--|---------------|---------|
| Details: | <i>The convention app is an interactive tool for delegates to refer to for endless information about convention.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed on splash page of the convention app • App specific sponsorship citation on website • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023 • Corporate logo displayed on app signage | | |

| MC SPONSOR | | Fees: \$6,000 | GENERAL |
|------------|--|---------------|---------|
| Details: | <i>Joan McCusker to MC the event from Monday, April 17 to Wednesday, April 19.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate mentions and interactions with MC throughout the event • MC specific sponsorship citation on website • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023 • Corporate logo displayed on screen during introduction of MC • One convention registration | | |

| ON-SITE REGISTRATION SPONSOR | | Fees: \$5,000 | GENERAL |
|------------------------------|--|---------------|---------|
| Details: | <i>The registration desk is the central hub for all delegates and exhibitors to register, gather materials, and find information about convention.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Have a display near the registration desk • Sponsor acknowledgment in the convention app | | |

| REFRESHMENT BREAKS - Tradeshow | | Fees: \$5,500 | GENERAL |
|--------------------------------|---|---------------|---------|
| Details: | <i>Three tradeshow viewing breaks in Grand Gallery, Regal AB, Stage Area, and Centennial Hall (3.5hrs total).</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo (1 colour) on coffee cup, 1500 supplied total • Corporate logo displayed on event signage • Corporate mention in push notifications on convention app and verbal recognition | | |

| REFRESHMENT BREAKS - Grand Salon | | Fees: \$3,500 | GENERAL |
|----------------------------------|--|---------------|---------|
| Details: | <i>Three, 15-minute breaks in the TCU Place Grand Salon (45 minutes total).</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo (1 colour) on coffee cup, 750 supplied total • Corporate logo displayed on event signage • Corporate mention in push notifications on convention app and verbal recognition | | |

| SPONSORED SPEAKING TIMES | | | GENERAL |
|--------------------------|--|---|---------|
| Details: | Option 1: \$6,000 <i>5-minute presentation during main plenary.</i> | Option 2: \$10,000 <i>10-minute presentation during main plenary.</i> | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to address delegates for 5 or 10 minutes on a pre-approved presentation • Session to be displayed in agenda with company name | | |

| DELEGATE BREAKFAST SPONSOR (2 available) | | Fees: \$5,500 | GENERAL |
|--|---|---|---------|
| Details: | Option 1: Monday, April 17, 2023 <i>Continental breakfast served in the tradeshow.</i> | Option 2: Tuesday, April 18, 2023 <i>Continental breakfast served in the tradeshow.</i> | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo on event signage • Corporate logo on napkins, 2 colours max • Corporate mention in push notification on convention app | | |

For more information on Convention 2023 sponsorship opportunities, contact [Catherine Holland](#), Marketing and Sponsorship Coordinator, at: 306-525-4466

| DELEGATE LUNCH SPONSOR (2 available) | | | Fees: \$6,500 | GENERAL |
|--------------------------------------|--|--|---------------|---------|
| Details: | Option 1: Monday, April 17, 2023 <i>Lunch to be served in the Grand Salon.</i> | Option 2: Tuesday, April 18, 2023 <i>Lunch to be served in the Grand Salon.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to address delegates for 2-3 minutes • Corporate logo on screen • Image based PowerPoint presentation or silent video to play during lunch | | | |

| DELEGATE DRAW SPONSOR (2 available) | | | Fees: \$4,500 | GENERAL |
|-------------------------------------|--|---|---------------|---------|
| Details: | Option 1: Monday, April 17, 2023 <i>Delegate have the opportunity to win prizes. The draw drum is located in the tradeshow.</i> | Option 2: Tuesday, April 18, 2023 <i>Delegate have the opportunity to win prizes. The draw drum is located in the tradeshow.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to bring greeting and draw winners with logo on screen • Corporate logo printed on entry form | | | |

| DIALOGUE WITH SUMA (4 available) | | | | Fees: \$2,000 | SUNDAY |
|----------------------------------|---|---------------------------------|----------------------------------|---|--------|
| Details: | <i>Environment</i> | <i>Public Safety and Health</i> | <i>Intergovernmental Affairs</i> | <i>Community and Economic Development</i> | |
| Benefits: | <ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the panel • Corporate logo on event signage | | | | |

| EXCURSION SPONSOR (2 available) | | | Fees: \$3,500 | SUNDAY |
|---------------------------------|--|---|---------------|--------|
| Details: | Option 1: <i>Saskatoon Regional Waste Management Centre and STARS Hangar</i> | Option 2: <i>Wanuskewin Heritage Park</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Verbal recognition • Opportunity to participate in excursion • Sponsorship citation in pre-convention issue of Municipal Voice | | | |

| EDUCATION SESSIONS - (3 available) | | | Fees: \$2,000 | SUNDAY |
|------------------------------------|--|---|---|--------|
| Details: | <i>Topic - Treaties, Language, and Culture Presenter - TBD</i> | <i>Topic - Municipal Economics, Municipal Governance Practices Presenter - Colliers Project Leaders</i> | <i>Topic - Green Technologies in Municipal Ice Arenas Presenter - JBB Consultants and Engineers</i> | |
| Benefits: | <ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the speakers • Corporate logo on event signage | | | |

| MUNICIPAL MARKETPLACE - EARLY ACCESS RECEPTION | | Fees: \$4,500 | SUNDAY |
|--|--|---------------|--------|
| Details: | <i>This 2 hour event will open the tradeshow and will provide relaxed atmosphere for delegates to interact with the exhibitors. Drinks and light appetizers will be provided.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to address the delegates during the event • Corporate mention in push notification on convention app • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023 • Sponsorship citation in convention app, on agenda, and on website | | |

| WELCOME RECEPTION - REMAI MODERN | | Fees: \$7,000 | SUNDAY |
|----------------------------------|---|---------------|--------|
| Details: | <i>This event held at the Remai Modern Art Gallery, will provide a warm welcome to visiting delegates, exhibitors, and sponsors. Drinks and appetizers will be enjoyed.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to address the delegates during the event and handout small welcome gift • Corporate presence at the event • Corporate mention in push notification on convention app • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023 • Sponsorship citation in convention brochure, and on website • BONUS: Add a corporate logo to give away for half the cost of item | | |

| OFFICIAL OPENING SPONSOR | | Fees: \$5,250 | MONDAY |
|--------------------------|---|---------------|--------|
| Details: | <i>The ceremonial official opening will launch the 2023 SUMA Convention and Tradeshow.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to bring greetings at the event with corporate logo displayed on screen • Representative to be piped in as head table guest • Corporate mention in push notifications on convention app | | |

| EDUCATION SESSIONS - (2 available) | | Fees: \$2,000 | MONDAY | |
|------------------------------------|--|--|--------|---|
| Details: | <p><i>Topic - Municipal economics, mental health and addictions, environmental wellbeing</i> Presenter - University of Regina</p> | <p><i>Topic - Municipal Economics, environmental wellbeing</i> Presenter - SUMAssure</p> | | <p><i>Topic - Property assessment</i> Presenter - Saskatchewan Assessment Management Agency</p> |
| Benefits: | <ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the speakers • Corporate logo on event signage | | | |

| KEYNOTE ADDRESS SPONSOR | | Fees: \$5,500 | TUESDAY |
|-------------------------|--|---------------|---------|
| Details: | <i>Keynote speaker, Cody Demerai talks about his experience with mental health and addictions.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to introduce the speaker with logo displayed on screen • Corporate presence at the event with reserved table provided • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023 | | |

| BREAKOUT SESSIONS (4 available) | | Fees: \$2,000 | TUESDAY |
|---------------------------------|--|--|---------|
| Details: | Towns and Villages <i>Topic - Mental Health, Women in Politics</i> <i>Presenter - Enough Already</i> | Towns and Villages <i>Topic - Municipal Governance Principals</i> <i>Presenter - Matthewson & Co.</i> | |
| | Cities <i>Topic - Freedom of Information</i> <i>Presenter - Office of the Saskatchewan Information and Privacy Commissioner</i> | Northern Regional Meeting | |
| Benefits: | <ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the speakers • Corporate logo on event signage | | |

| SPECIAL GUEST AND AWARD RECIPIENT RECEPTION | | Fees: \$3,500 | TUESDAY |
|---|--|---------------|---------|
| Details: | <i>Special guests, SUMA Board Members, awards recipients, and sponsors are invited to a reception prior to the President's Banquet.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed on event signage • Corporate logo in awards program and on event PowerPoint presentation • Two tickets to the President's Banquet | | |

| PRESIDENT'S BANQUET SPONSOR | | Fees: \$7,000 | TUESDAY |
|-----------------------------|--|---------------|---------|
| Details: | <i>This outstanding event will consist of plated dinner with an aerial performance, service awards presentation, followed by live music and dance.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to address the delegates for 2-3 minutes during the event • Corporate logo in awards program and on event PowerPoint presentation • Corporate mention in push notification on convention app • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023 • Two tickets to the President's Banquet | | |

| WINE SPONSOR | | Fees: \$6,500 | TUESDAY |
|--------------|---|---------------|---------|
| Details: | <i>Wine placed on all tables with a refill tag attached to each bottle.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo printed on tags attached to all complimentary bottles of wine • Corporate logo in awards program and on event PowerPoint presentation • Two tickets to the President's Banquet | | |

| ENTERTAINMENT SPONSOR | | Fees: \$4,000 | TUESDAY |
|-----------------------|--|---------------|---------|
| Details: | <i>Deja Voodoo, a local band from Saskatoon will play after the banquet.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Opportunity to introduce the entertainment • Corporate logo in awards program and event PowerPoint presentation • Two tickets to the President's Banquet | | |

| SERVICE AWARD SPONSOR | | Fees: \$3,500 | TUESDAY |
|-----------------------|--|---------------|---------|
| Details: | <i>Service awards presentation will take place after dinner.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo displayed on PowerPoint presentation of awards recipients • Verbal recognition of sponsorship during presentation • Corporate logo in awards program with opportunity to provide a message • Corporate logo on event PowerPoint presentation • Two tickets to the President's Banquet | | |

| AWARDS PROGRAM SPONSOR | | Fees: \$3,000 | TUESDAY |
|------------------------|---|---------------|---------|
| Details: | <i>Awards program given out to attendees at the event. It is designed as a keepsake item to commemorate the tremendous commitment of service by each of the award recipients.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo on the cover of the awards program with opportunity to provide a message inside • Corporate logo on event PowerPoint presentation • Two tickets to the President's Banquet | | |

| CENTERPIECE SPONSOR | | Fees: \$3,000 | TUESDAY |
|---------------------|---|---------------|---------|
| Details: | <i>Centerpieces will be purchased by SUMA and displayed on each table at the banquet with logo incorporated into the arrangement.</i> | | |
| Benefits: | <ul style="list-style-type: none"> • Corporate logo in awards program with opportunity to provide a message • Corporate logo on event PowerPoint presentation • Two tickets to the President's Banquet | | |

OTHER SPONSORSHIPS

| OTHER SPONSORSHIP OPPORTUNITIES | | |
|--|--|----------------|
| <ul style="list-style-type: none"> • Small Community Support Initiative - 2 convention registrations purchased for a member municipality (must purchase 2 to receive sponsorship benefits) Benefits <ul style="list-style-type: none"> • Verbal recognition • Lunch with recipients • Sponsorship citation in post convention issue of Municipal Voice | | \$1,000 |
| <ul style="list-style-type: none"> • Directional Floor Decals - Corporate logo on decals | | \$2,000 |
| <ul style="list-style-type: none"> • Bearpit Timer - Corporate logo displayed on countdown timer during session | | \$2,000 |
| <ul style="list-style-type: none"> • Resolution Timer - Corporate logo displayed on countdown timer during session | | \$2,000 |

Create a customized sponsorship package that meets your organizations objectives. For more information, contact **Catherine Holland**, Marketing and Sponsorship Coordinator, at: marketing@suma.org or 306-525-4466