

2023 AMO Conference Sponsorship Prospectus

Conference dates: August 20 - 23, 2023
Conference Location: RBC Place London

Why Sponsor

The Association of Municipalities of Ontario's (AMO) annual conference is a prime opportunity to connect with the municipal sector on all their business and service needs. Your opportunity to meet directly with Ontario's municipal decision makers and a sector that contributes over \$60 billion annually to our province's economy.

AMO's members have a vital role in the health and sustainability of communities across Ontario. The Annual Conference is your opportunity to support the sector in doing so. If you are thinking about sponsoring the conference, here are a few additional reasons to consider:

- AMO represents almost all of Ontario's 444 municipalities.
- Almost 1 in 3 Canadians are a resident of an AMO member municipality.
- Ontario's municipal governments invest \$60 billion annually in important public services and infrastructure.
- Meet municipal councillors and senior municipal officials, the decision makers for municipal purchasing and investment, from every part of Ontario.
- AMO's membership is diverse and provides a wide range of services to communities across Ontario. (large urban, small urban, county, regional & single tier, northern and rural).

How Sponsorship Works

As an AMO Conference sponsor, there are a number of ways to profile your business. Below, you will see all of the available sponsorship opportunities. Trade show booths are not considered in sponsorship packages.

Deadline to confirm sponsorship: July 14, 2023

Contact Victoria van Veen to review and finalize your sponsorship.

Vvanveen@amo.on.ca

416-971-9856 ext. 315

Sponsorship Levels

All sponsorship levels include the following:

- Recognition on the AMO website
- Recognition on signage at the conference
- A corporate bio on the mobile app
- Recognition on the slide show played in the plenary hall and in the trade show

Platinum \$25,000+

In addition to the benefits listed above:

- Six Package A conference registrations (includes Tuesday evening social event)
- Choice of:
 - One promotional email to all delegates
 - Feature article in the AMO Watchfile
- Banner on the conference mobile app
- Augmented app profile, including video content, documents, corporate representatives, social media handles, links to external content
- Access to marketing opportunities at RBC Place London

Gold \$17,000 - \$24,999

In addition to the benefits listed above:

- Three Package B conference registrations
- Banner on the conference mobile app
- Augmented app profile, including video content, documents, corporate representatives, social media handles, links to external content
- Access to marketing opportunities at RBC Place London

Silver \$9,000 - \$16,999

In addition to the benefits listed above:

- Two Package B conference registrations
- Augmented app profile, including corporate representatives and social media handles

Bronze \$5,000 - \$8,999

In addition to the benefits listed above:

- One Package B conference registrations

Sponsorship Opportunities

The following options can be combined to reach a sponsorship level as outlined above. Some exclusive opportunities are available.

Plenary Hall Speaker \$18,500

Five minute speaking opportunity in the plenary programming. Two opportunities are available.

Plenary Session \$16,500

Sponsor and introduce one of the keynote speakers or high profile panel discussions.

Delegates' Lounge \$12,500

The Delegates' Lounge is an opportunity to profile your company in a space dedicated to networking for the duration of the conference. You will create a comfortable area where delegates can meet, relax, and connect with your representatives. This is an exclusive opportunity.

AMO Board of Directors Luncheon \$10,000

The AMO Board holds a Conference “kick-off” lunch on Sunday, August 20. Your sponsorship gives you a seat at the President’s table, provides you with a 15-minute presentation to the Board (including a Q&A opportunity), introductions by the AMO President, and distribution of your promotional material to AMO Board members. This is an exclusive opportunity.

AMO President's Reception \$10,000

Be a part of the AMO President’s reception on Tuesday, August 22 where you can meet with the Board of Directors and other distinguished guests. This sponsorship includes a five minute opportunity to greet and address the guests. This is an exclusive opportunity.

Concurrent Session \$10,000

Profile your company and give a one minute overview of your company during one of the concurrent sessions.

Charging Station \$10,000 **SOLD**

Provide a branded space for delegates to charge their devices. This opportunity would pair well with hosting the Delegates' Lounge. This is an exclusive opportunity.

Learning Luncheon \$10,000

A 45 minute speaking opportunity while delegates have lunch on Tuesday, August 22.

Tuesday Evening Social Event \$10,000

This event is a social and networking gathering held the final night of the conference.

Networking Event \$9,000

Networking events bring delegates together to discuss important topics in the municipal world. Sponsor and welcome delegates to one of these sessions.

AMO Caucus Luncheon \$9,000

A 30 minute speaking opportunity while delegates have lunch on Monday, August 21. Caucus choices are: Large Urban, Small Urban, County, Regional and Single Tier, Northern, Rural

Insight Breakfast \$9,000

A 30 minute speaking opportunity while delegates have breakfast on Tuesday or Wednesday of the conference.

Conference Registration \$9,000

Prime branding opportunity. In addition to prominent recognition at registration, your logo will also be displayed on the conference registration page from April - August.

Delegates' Lanyards \$8,000 **SOLD**

Your logo will be on lanyards worn by over 1,800 full conference delegates. This is an exclusive opportunity.

Hotel Keys \$8,000

Design the hotel keycards to be used by delegates at the DoubleTree by Hilton and London Delta Armouries. This is an exclusive opportunity.

Opening Reception \$7,000

Sponsor one of the largest networking events of the conference. This Sunday evening reception attracts over 1,000 delegates.

Conference App \$7,000 **SOLD**

The AMO Conference app is the go to place for all conference information. This branding opportunity puts you front and center with delegates for the duration of the event. This is an exclusive opportunity.

Dessert with Exhibitors \$5,000

Following the Monday Caucus luncheons, delegates gather in the trade show where you can share digital promotional material.

Delegate Shopping Bags \$5,000

Have your logo travel around the conference and afterwards on hundreds of shopping trips. Be one of four sponsors to have your logo on a shopping bag along with the AMO identifier.

Coffee Breaks \$3,000

Sponsor one of four coffee breaks during the conference.

Sponsorship Policy

The Association of Municipalities of Ontario (AMO) is a not-for-profit organization that works to make municipal governments 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 AMO Annual Conference and General Meeting is a premier opportunity for your organization to connect with municipal officials from across Ontario and support them in the delivery of critical services in their communities. Sponsorship not only supports AMO's membership, it also supports the Associations' ability to deliver educational and strategic programming with the fundamental goal of building sustainable communities across Ontario.

AMO's Sponsorship Program

AMO's 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 AMO. Sponsorships afford opportunities for participating companies and organizations to raise their profile and enhance their image. AMO's sponsorship program includes opportunities to exhibit and engage directly with event delegates.

Managing AMO's Sponsorship

AMO's Sponsorship Program advances AMO's objectives to support its membership in community development and sustainability. The Sponsorship Program adheres to AMO's principles and policies with oversight by its Conference Team and Executive Office.

Principles of AMO Sponsorships

The Sponsorship Program is guided by several principles:

- AMO sponsorships must be in the best interest of its corporation and its membership.
- Goals and objectives of sponsoring organizations must be compatible with AMO's goals, objectives, policies and generally supportive of AMO's mandate and its affiliated corporations.
- Sponsorships cannot be made conditional on AMO or AMO event performance outcomes.
- Sponsorships do not imply AMO 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 AMO on a case-by-case basis and AMO 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 AMO or its affiliated companies.
2. Sponsorships will be covered by the terms of a Letter of Understanding and sponsors will be required to execute their sign back letter prior to the event.

3. Any public use of the name, images, and logos of AMO, must be approved by the AMO Director of Membership Centre.
4. Following Canada's Anti-Spam Legislation (CASL), AMO does not share registrant contact information.
 - If a Sponsor intends to collect any personal data from event attendees during an AMO 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.
5. AMO will not share any recorded sessions/presentations with a Sponsor unless specifically specified in the Letter of Understanding, including how, where and when this will be shared.
6. Each party agrees to maintain insurance at levels sufficient to meet its obligations under applicable laws. AMO is not obligated to adhere to a sponsors insurance requirement.
7. 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.
8. All sponsorship payments will be invoiced with the Letter of Understanding and the invoice shall be paid net thirty (30) days from receipt of invoice (unless otherwise specified/agreed).
9. Sponsorships are approved and delivered in adherence with Ontario and Canadian legislation and guidelines as applicable. AMO reserves the right to approve or deny requests by sponsors related to sharing of information or engagement that is outside the event under consideration.

Benefits of Sponsorship

An AMO sponsorship program will be developed on an annual basis for its annual conference and other educational events, which will form the base for the terms of sponsor recognition in return for financial or services in kind contributions.

Termination of Sponsorship

The Sponsorship Letter of Understanding will specify a set period for sponsor recognition and benefits. All obligations on the part of AMO and the sponsor will end following the noted time frame and agreement.

AMO reserves the right to terminate an existing sponsorship should conditions arise during the term of the sponsorship that result in it conflicting with this Policy, or that is no longer supporting the best interests of AMO.

PLEASE NOTE: The AMO Sponsorship Policy supersedes all other organizational contracts.