



AMO 2024

Sponsorship Prospectus

August 18 - 21, 2024
Shaw Centre and Westin Hotel, Ottawa

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. The AMO Conference is 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 economic prosperity and quality of life in 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-our members all municipally elected officials.
- 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 several ways to profile your business. Below, you will see all the available sponsorship opportunities. Trade show booths are not considered in sponsorship packages. Consider complimenting your sponsorship and increasing your profile through an exhibitor booth.

Deadline to confirm sponsorship: July 12, 2024

Contact Victoria van Veen to review and finalize your sponsorship.

Vvanveen@amo.on.ca

416-971-9856 ext. 315

AMO Conference Sponsorship

All Sponsors receive the following benefits:

- Recognition on the AMO website
- Recognition at the Conference
- Corporate biography and logo on the mobile app
- Recognition in the plenary hall sponsorship loop

Additional benefits are based on the level of sponsorship:

Premier: \$35,000 +

Four Package A conference registrations
Prime booth location (if purchased)
Banner ad on the conference app
Augmented app profile
Promotional email to conference delegates

Collaborating: \$25,000 - \$34,999

Four Package B conference registrations
Prime booth location (if purchased)
Banner ad on the conference app
Augmented app profile

Fostering:

\$20,000 - \$24,999

Three Package B conference registrations

Supporting:

\$15,000 - \$19,999

Two Package B conference registrations

Contributing:

\$15,000 and under

One Package B conference registration

Sponsorship Opportunities

Not all AMO Sponsorships are exclusive. If you are interested in opportunities for exclusive sponsorship, contact Victoria van Veen.

Speaking

Plenary Hall Remarks - \$23,000

5-minute speaking opportunity in the plenary program. Two available.

Plenary Session - \$17,000

Sponsor and introduce one of the keynotes or high-profile panel discussions.

Connect with the AMO Board of Directors (Luncheon) - \$25,000 - SOLD

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 reserved for a Premier or Collaborating level sponsor.

AMO President’s Reception - \$15,000

Be a part of the AMO President’s reception on Tuesday, August 20 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, reserved for a Premier or Collaborating level sponsor.

Lunch - \$17,000 (multiple available) - SOLD

A 20-minute speaking opportunity during lunch on Tuesday.

AMO Caucus Luncheon - \$17,000 - SOLD

A 15-minute speaking opportunity while delegates have lunch on Monday, August 19. Caucus choices are: Large Urban, Small Urban, County, Regional and Single Tier, Northern, Rural

Breakfast - \$15,000 (multiple available)

A 20-minute speaking opportunity during breakfast on Tuesday or Wednesday.

Concurrent Session Moderator – \$10,000

An opportunity to moderate one of the concurrent sessions. Participation is at the discretion of AMO to confirm alignment with the sponsor and session.

Branding

Kits - \$10,000 (\$20,000 for exclusivity) - SOLD

You’ll be placing your brand in the hands of over 1,800 attendees when you sponsor the bags that all attendees are given upon checking in to the conference.

Lanyards - \$20,000 - SOLD

You’ll have your brand next to every attendee at the Conference when you sponsor the delegates’ lanyards. This is an exclusive opportunity.

Social Event - \$15,000 (\$25,000 for exclusivity)

This event is a social and networking gathering held the final night of the conference. Sponsors will receive 2 event tickets and have 5 minutes for remarks.

Conference App - \$15,000 - SOLD

See your brand on the landing page of the app and be the most played banner ad on the app pages. This is an exclusive opportunity.

Registration - \$15,000 - SOLD

This is a prime branding opportunity. In addition to prominent recognition at registration, your logo will also be displayed on the conference registration page. This is an exclusive opportunity.

Women's Networking Breakfast - \$15,000

Sponsor, welcome delegates, and introduce the Women's Breakfast speakers. This is an exclusive opportunity.

Youth Networking Breakfast - \$12,000

Sponsor, welcome delegates, and introduce the Youth Breakfast speakers. This is an exclusive opportunity.

Delegate's Lounge - \$13,000 - SOLD

Create a comfortable area amid the conference, where delegates can meet, check messages, relax, and talk to your representatives on Sunday - Tuesday of the conference. Two opportunities – one at the Shaw Centre and the other at the Westin Hotel.

Charging Station - \$10,000 - SOLD

Through your sponsored Charging Station, attendees get to network and relax while charging their electronic devices. This sponsorship lets you brand the Charging Station giving you great visibility among attendees. This is an exclusive opportunity.

Conference Hotel Key Cards - \$10,000 (two opportunities)

Have your brand in front of every attendee at the host hotel by branding either the Westin Hotel or Fairmont Hotel key cards with your company logo and key message. This is an exclusive opportunity.

Opening Reception - \$10,000 (\$20,000 for exclusivity)

Set the tone of the conference by hosting the Opening Reception. All attendees converge to connect with colleagues they haven't seen in a while, meet new friends, and kick off the conference.

Wrap Up Prize Draw - \$3,000+ cost of the prize

See AMO delegates leaving happy with your wrap up prize draw.

Conference Coffee Breaks - \$5,000

Focus delegates attention with your sponsored coffee break and branding as they fill their cups to the brim.

Your Idea Here - \$TBD

Do you have a creative idea that you don't see listed here? Please contact us and we will work with you to bring it to life, offering great exposure at the AMO Conference.

Venue Signage Opportunities

There are a range of opportunities to get your message front and centre as delegates move through the conference venue. Companies who participate as a sponsor of one of the above opportunities will be charged the discounted rate. Higher rates are for organizations not directly sponsoring the conference.

Elevator Door Wrap

Single set of doors: \$3,000 (\$5,000)

Two sets of doors on same floor: \$5,000 (\$7,000)

Elevator Posters

Single poster: \$1,000 (\$1,500)

Escalator Wraps

Escalator between the first and second floor:

- Single side of either the up or down escalator: \$5,000 (\$7,000) - SOLD
- Both sides of either the up or down escalator: \$8,000 (\$11,000)

Escalator between the second and third floor: SOLD

- Single side of either the up or down escalator: \$10,000 (\$13,000)
- Both sides of either the up or down escalator: \$16,000 (\$19,000)

Column Wraps

Single column: \$3,000 (\$4,000)

Glass Panel

Single panel: \$1,500 (\$3,000)

Floor Sticker

Single sticker: \$1,500 (\$2,500)

Second Floor Media Wall

Single day: \$7,000 (\$10,000)

Three days: \$16,000 (\$22,000)