

**AMO2021**

**AMO Annual  
General Meeting and Conference  
August 15 - 18, 2021**

# **Sponsorship Package**



Hosted by: The City of London

# WHY SPONSOR

AMO is committed to a conference experience that meets the needs of delegates and provides value for the sponsors and exhibitors.

The AMO 2021 virtual conference remains the premier event for sponsors to connect with the municipal sector. Why is that? Consider the following:

- 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 \$50 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 their communities (large-small urban, northern, rural and regional).





# SPONSORSHIP BENEFITS

## Complimentary Benefits for all Sponsors:

- Recognition on the AMO website.
- Logo featured on the conference platform.
- Extended profile on the conference platform until Friday, September 17, 2021.

### PLATINUM \$25,000+

In addition to the Complimentary Benefits listed above:

- Ten full Conference registrations.
- Branding in Virtual Main Lobby.
- Promotional video during Plenary programming (30 sec).
- Promotional communications to all delegates.
- A feature article in the AMO Watchfile.
- Push notifications to all delegates focused on your company (2).

Total billed amount must equal or exceed \$25,000, not including exhibitor booth space.

### GOLD \$17,000 - \$24,999

In addition to the Complimentary Benefits listed above:

- Six full Conference registrations.
- Push notifications to all delegates focused on your company (1).
- An advertisement on the conference platform.

Total billed amount must equal or exceed \$17,000, not including exhibitor booth space.

### SILVER \$9,000 - \$16,999

In addition to the Complimentary Benefits listed above:

- Four Conference registrations.
- An advertisement on the conference platform.

Total billed amount must equal or exceed \$9,000, not including exhibitor booth space.

### BRONZE \$5,000 - \$8,999

In addition to the Complimentary Benefits listed above:

- Two Conference registrations.

Total billed amount must equal or exceed \$5,000, not including exhibitor booth space.



# Additional Sponsorship Opportunities

## Plenary Hall Speaker \$18,500

Five minute speaking opportunity in Plenary Hall programming.

## Keynote Speaker \$15,000 (3)

Sponsor and introduce one of three Keynote speakers.

## Main Stage Session \$12,000 (2)

Sponsor one of two high profile main stage panel discussions.

## Delegates' Lounge \$10,000

Sponsor the delegates lounge where all conference networking sessions will be hosted.

## **\*NEW\*** Perfect Pitch Sponsor Forum \$10,000 (6)

Exclusive opportunity for a maximum of six telecommunications and broadband service providers to meet with municipal decision makers from all across Ontario in a rapid fire, 30 minute forum. Participants will have five minutes to profile your services and answer questions in a live forum.

## AMO Caucus Sessions \$8,500 (6)

Get in front of Ontario's municipal leaders with a five minute pre-recorded video in one of six AMO caucus meetings (large urban, small urban, county, regional and single tier, northern and rural).

## Concurrent Session \$7,500

Profile your logo or provide a 30 second commercial during concurrents on one of the three conference days.

## Networking Session \$6,500 (3)

Sponsor one of three delegate networking sessions.

## Conference Page Branding \$6,000

For prime profile, sponsor a platform page.

Options: Conference Program, On-Demand Page, Photo Wall, Speaker's Page, Sponsor Page, Lobby Signage.





# **Additional Sponsorship Opportunities**

## **On-Demand Viewing Content \$5,000**

Record a 15 minute video to be included in the Conference On-Demand section available for delegates to access throughout the conference and an extended period following the conference. This is a focused opportunity to profile your services.

## **Host a Live Roundtable at your Booth \$4,500 - \$5,500**

Sponsor an opportunity for delegates to participate in a meet up or roundtable discussion at your booth. Promoted in the Conference program these ZOOM meetings will also be promoted by AMO using push notifications during the conference.

Options:

1. Twenty-Five minutes during morning break at your booth. \$4,500
2. Hour long lunch networking session at your booth. \$5,500

## **Exhibit Hall Profile**

Choose from a standard or deluxe booth to connect with Conference delegates, schedule live meetings and provide external links to your own site. For more information - request a copy of the Exhibitor Booth Package.

Deluxe Booth \$3,500

Standard Booth \$3,000

## **\*NEW\* Exhibit Hall Booth \$2,500**

Bronze, silver, gold and platinum sponsors are provided a discount rate for a deluxe exhibit booth increasing the opportunity to meet directly with delegates.

## **\*NEW\* Find the Logo \$500**

Delegates will engage in a contest to find the hidden AMO logo throughout the platform. When they find and click on it, your logo pops up!

**\*Deadline for platform content: July 16, 2021\***

**\*All sponsorships are subject to approval\***

To explore sponsorship and exhibitor opportunities, contact:

Christine Gallagher, AMO Special Events Coordinator

[cgallagher@amo.on.ca](mailto:cgallagher@amo.on.ca)

T: 416-971-9856, ext.330

C: 905-447-5245

[Visit the AMO Conference website](#)

## Thank you!

Your support helped make the 2020 conference a great success with more than 1,300 participants, and a very full program of concurrent and plenary sessions, networking opportunities and on-demand material. Your financial support and engagement with our members made a world of difference. You helped make it a success and we are grateful for your support and investment.

The 2021 AMO Annual Conference will deliver a virtual conference that builds on the success of the 2020 conference and brings municipal leaders together to engage in the most important issues of the day.

Thank you again for participating in the AMO Conference and for supporting the important work we do.

Sincerely,



Brian Rosborough  
Executive Director





**The City of London  
looks forward to hosting the  
2021 AMO Conference  
August 15 - 18**

The City of London, lies at the forks of the Thames River, midway between Lakes Ontario (east) and St. Clair (west) and Lakes Huron (north) and Erie (south).

Tradition and innovation go hand in hand in London. As you walk our streets you'll notice the union of old and new everywhere you look. Our story, however, begins with a river, the Thames River. Well over 200 years ago, a British chap, John Graves Simcoe, was scouting around for a spot to locate a capital city for Upper Canada. Apparently it was love at first sight for the Lieutenant-Governor when he saw where the river forks at the west end of today's downtown core.

By 1840, London was large enough to become an incorporated town (somewhat equal to a village today). The first council was elected and George J. Goodhue was chosen as first town president. Municipal services then began to appear and Covent Garden Market was established at its present location in 1845. By that time the advance of settlement in Western Ontario had necessitated the establishment of new administrative districts centred around Goderich, Woodstock and Simcoe. By the early 1840's the town was already beginning to establish a firm economic control over what is still today its hinterland.

London is where industries make connections. The City is home to leaders across numerous sectors including, agri-food, advanced manufacturing, digital media, tech, professional services, and health development. It is also host to academic experts within Western University and a growing population of world-renowned researchers, scientists, engineers, and entrepreneurs whose cutting-edge innovations have made London a hub for attracting talent across various sectors.

From bustling downtown entertainment venues to globally-renowned restaurants, live shows to outdoor activities, London offers ample ways for locals and visitors to enjoy their time in the city. Popular picks include family-friendly attractions like Storybook Gardens & Fanshawe Pioneer Village as well as Boler Mountain Treetop Adventure Park and East Park Golf. Speaking of golf, London is the place to be if you are a golfer at any level, with 19 public golf courses in the area plus a number of private courses as well.



**Did you know:**

One London Place is the tallest building in London. It was completed in 1992, and standing at 25 floors, it towers over the rest of London. Built on shifting sand and ice age bogs, it's foundation had to extend down a staggering five stories before it hit bedrock.

London's Labatt Memorial Park is the world's longest continuously operating baseball grounds, a 144-year streak recognized by the Guinness Book of World Records. London's first moving picture was screened at Labatt Park in 1895.

London has an expansive network of bike paths that take you downtown along the Thames River but also to various natural areas across the city.

From 1924 to 2014, London was home to the Kellogg's Cereal Factory. Today, the facility known as 100 Kellogg Lane is home to a growing entertainment complex that houses a brewery, distillery, an indoor entertainment facility that includes ziplines, escape rooms, arcade and a trampoline park as well as the Canadian Medical Hall of Fame and the London Regional Children's Museum. Most recently, 100 Kellogg Lane announced the addition of a Hard Rock Hotel (163 room) at the site which is slated to open in late 2022.

London is home to numerous well-known companies such as 3M Canada, General Dynamics Land Systems, McCormick Canada, Dr. Oetker, Nestle Canada Inc and Labatt Brewing Company.

