



1919 - 2020

101 years of strengthening local government management. **Let's build on that. Together.**



### MISSION

LGMA is dedicated to supporting excellence in local government by providing high-quality, practical training and resources; encouraging the development of professional networking and connections; and facilitating the exchange of ideas and best practices among local government professionals in BC.

On the heels of celebrating the Association's Centennial and strides made over the last 100 years, we invite you to partner with us in 2020 to keep the momentum going and continue to fulfill this mission.

2020  
PARTNERSHIP  
OPPORTUNITIES



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# Align your organization with a respected leader in the local government sector and demonstrate your commitment to developing the skills of tomorrow



900+  
Members



185+  
Communities  
Represented



200+  
Volunteers



1500+  
Trained Annually

## Who We Are

- Established in 1919, we are the longest-serving association of its kind in Canada, with 900+ members representing nearly all 189 local governments across British Columbia.
- The offerings below are a sample of the wide spectrum of training events, professional development opportunities, and services we deliver to promote excellence and build the capacity of the local government sector:
  - ✚ Annual Conference & Trade Show
  - ✚ Chief Administrative Officers' Forum
  - ✚ Corporate Officers' Forum
  - ✚ Administrative Professionals' Conference
  - ✚ A suite of up to 7 Municipal Administration Training Institute (MATI®) intensive programs
  - ✚ Overseas Manager Exchange Program
  - ✚ Educational workshops and webinars
  - ✚ Informational resources such as manuals, our quarterly *Exchange* magazine, and our weekly newsletter

## Why Partner with LGMA

### Demonstrate your leadership in education and developing the skills of local government

**professionals.** LGMA believes strongly in building partnerships that will help our members better serve their communities. In return, through networking, education, and digital exposure you'll strengthen your reputation across the BC local government sector.

**Increase your visibility within the BC local government community.** Build new connections, develop existing relationships, and engage key decision makers. Our members are the Chief Administrative Officers, City Managers, Corporate Officers, and other senior officials from local government departments including:

- Finance
- Communications
- Procurement
- Emergency Management
- Engineering
- Human Resources
- Information Technology
- Planning and Development
- Public Works

**Be a part of this specialized community.** We invite you to join in our ongoing commitment to helping local government managers *Learn, Lead, and Grow*. A variety of partnership options follow to help you connect with sector leaders and promote your brand.



## Plan for Year-Round Exposure

An opportunity to build lasting relationships with LGMA members and stakeholders throughout the year.

### Advantages:

- Position your organization as an industry leader and strategic partner for the future
- An opportunity to align with the reputation of the LGMA and interact with its solution-driven members
- A better understanding of local government challenges
- Year-long benefits in the areas of sponsorship, networking, and print and online recognition
- Sector-wide recognition through the Annual Conference
- **PLUS**, the opportunity to customize your partnership by choosing additional benefits

### All packages include:

- ✓ Special recognition in:
  - 2020 LGMA Annual Report (1 issue)
  - *Exchange* magazine (1 issue)
  - LGMA website – logo and link (all year)
  - LGMA weekly e-newsletter (all year)



### PROFESSIONAL DEVELOPMENT PARTNER      \$20,000

### Includes:

- ✓ 2 email promotions (June, Dec) 'Support LGMA Partners'
- ✓ Opportunity to promote one of your events or a special offer in the LGMA e-newsletter
- ✓ Verbal recognition and sponsor ribbons for representatives attending LGMA events throughout the year
- ✓ Prestigious 'LGMA Professional Development Partner' logo to use in your marketing materials
- ✓ A partnership plaque for display in your organization's office
- ✓ FIVE (5) 2020 LGMA Affiliate memberships
- ✓ \$12,000 credit to apply to Annual Conference sponsorship benefits (see pgs 7-10, selections allocated first-come, first-served)

*...continues*

**PLUS, for maximum exposure select from the following LGMA programs:**

Select ONE (1) from:

- 2020-2021 New Zealand Overseas Exchange Manager Program <sup>1</sup>
- 2020 LGMA Member Awards – presented at Annual Conference, June 9-11, 2020 <sup>2</sup>
- CAO Forum - February 2021 <sup>3</sup>
- Corporate Officers Forum - October 7-9, 2020 <sup>3</sup>

and ONE (1) from:

- Administrative Professionals Conference - April 15-17, 2020 <sup>3</sup>
- MATI Foundations - August 9 - 14, 2020 <sup>3</sup>
- MATI School for Statutory Approving Officers – October 18-23, 2020 <sup>3</sup>

<sup>1</sup> New Zealand Exchange Program Sponsorship includes:

- Exclusive sponsorship opportunity
- Logo on marketing materials and logo/link on event web page
- Recognition in *Exchange* magazine article
- Verbal acknowledgement at LGMA Annual Conference
- Attendance by two (2) sponsor representatives at the Annual Conference luncheon, with the opportunity to introduce BC and New Zealand exchange partners to delegates, and 3-minute speaking opportunity and photo at the event.

<sup>2</sup> LGMA Member Awards Sponsorship includes:

- Exclusive sponsorship opportunity
- Logo on 'Call for Nominations' materials and logo/link on Awards web page
- Signage at event, and logo included on Awards slide displayed between sessions
- Attendance by two (2) sponsor representatives at the Annual Conference Dinner Gala, June 11, Kelowna (prime awards session, although some awards will be presented earlier during the Conference).
- Verbal acknowledgement during awards presentation, and opportunity to give a 2-minute greeting and introduce the awards portion of the evening
- Logo placed on the framed award certificate. Award categories:
  - Presidents' Award
  - Distinguished Member Award
  - Professional Service Awards (Leadership, Innovation, Community or Volunteer Service)
  - Executive Service Awards

<sup>3</sup> LGMA Signature Events Sponsorship includes:

- Speaking engagement at the event, topic and timing to be agreed with LGMA
- Verbal acknowledgement during the event, and sponsor ribbon for any representatives in attendance
- Logo on marketing materials and logo/link on event web page
- Signage at event, and promotion slide displayed between sessions
- Opportunity to provide a pre-approved promotional flyer for distribution to delegates, to be supplied no later than 7 working days prior to the event
- *NOTE: LGMA reserves the right to have more than one sponsor per program*

**...Educational Partner, over**

## EDUCATIONAL PARTNER \$10,000

### Includes:

- ✓ 1 email promotion (June) 'Support LGMA Partners'
- ✓ Opportunity to promote one of your events or a special offer in the LGMA e-newsletter
- ✓ Verbal recognition and sponsor ribbons for representatives attending LGMA events throughout the year
- ✓ Prestigious 'LGMA Educational Partner' logo to use in your marketing materials
- ✓ A partnership plaque for display in your organization's office
- ✓ THREE (3) 2020 LGMA Affiliate memberships
- ✓ \$5,000 credit to apply to Annual Conference sponsorship benefits (see pgs 7-10, selections allocated first-come, first-served)

### PLUS, select TWO (2) from the following LGMA programs<sup>1</sup>:

- |  |                          |
|--|--------------------------|
| Administrative Professionals Conference - April 15-17, 2020        | <input type="checkbox"/> |
| CAO Forum - February 2021  | <input type="checkbox"/> |
| Corporate Officers Forum - October 7-9, 2020                       | <input type="checkbox"/> |
| MATI Foundations - August 9-14, 2020                               | <input type="checkbox"/> |
| MATI School for Statutory Approving Officers – October 18-23, 2020 | <input type="checkbox"/> |

<sup>1</sup>Program sponsorship includes:

- Attendance by two (2) sponsor representatives at a reception or networking opportunity at the event
- Verbal acknowledgement during the event, and sponsor ribbon for any representatives in attendance
- Logo on marketing materials and logo/link on event web page
- Signage at event, and promotion slide displayed between sessions
- Opportunity to provide a pre-approved promotional flyer for distribution to delegates, to be supplied no later than 7 working days prior to the event
- *NOTE: LGMA reserves the right to have more than one sponsor per program*

# LGMA Annual Conference Sponsorship Opportunities

The place to  
connect with  
local government

Delta Hotels Grand Okanagan, Kelowna | June 9-11, 2020

## HIGHLIGHT YOUR ORGANIZATION AS A SPONSOR

Attracting **more than 300 senior local government Decision Makers, Influencers, and Senior Local Government Leaders** from across the province, the Conference is the leading professional development and networking event for BC local government managers. On the heels of celebrating the Association's centennial and strides made over the last 100 years, we are excited to focus the 2020 Conference theme on *'Harnessing Momentum, Cultivating Opportunity'*. The event features world-class keynotes, high quality workshops, and numerous sessions on emerging trends and issues affecting the local government sector.

The Conference launch will be supported by a high-profile media campaign across electronic, social media, and traditional communication channels. We invite you to be a part of the solution and gain prominent exposure among attendees by sponsoring, exhibiting - or both!

### PROGRAM sponsorship opportunities:

In addition to the items outlined in specific packages, **all Conference sponsors** are recognized in the following ways:

- Logo recognition:
  - Conference program (commitment and logo must be received by February 14)
  - Conference website and mobile app sponsor area (includes link to your website)
  - The all-sponsor signage at the event registration area
- Recognition from the podium during the Conference
- Sponsor ribbon on organization representative name badges

### Choose the package that best aligns with your goals:

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#### Champion

**\$12,000** (2 available)

Enjoy recognition as "Champion Sponsor", with dedicated signage and the opportunity to provide up to a 5-minute, welcome/message to 300 delegates at **ONE of two high profile conference events:**

**PRESIDENT'S RECEPTION  
CONFERENCE KICK-OFF, Tues June 9:**  
Grand Okanagan catered appetizers, 2 drink tickets per delegate. One of the key Conference networking events, held on the showcase floor.  
*\* Sponsor opportunity: Supply entertainment or delegate activity, subject to LGMA approval*

**GALA DINNER, Thursday June 11:**  
Grand Okanagan catered plated dinner (*wine, entertainment separate*)  
*\* Sponsor opportunity: Supply small take-away at each place setting, subject to LGMA approval*

SPONSORSHIP INCLUDES:

- Complimentary full conference registration for three (3) delegates (\$2,370 value)
- Complimentary showcase booth with first choice of location, including registration for two (2) exhibitors (\$1,900 value)
- Four (4) showcase alerts via the event mobile app during conference hours
- Acknowledgement as “Champion Sponsor” in:
  - four (4) pre-event Tweets
  - the pre-event delegate information email
- Banner ad acknowledging your organization as “Champion Sponsor” on the Conference mobile app
- Opportunity to supply a digital brochure/document (PDF format) for upload to the mobile app
- Opportunity to supply PowerPoint content for display during plenary events (*up to 3 slides*)
- Opportunity to provide up to two t-stand banners to be displayed during the conference

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## Innovator

**\$10,000** (2 available – Opening and Closing)

Receive exclusive sponsor recognition for **ONE of LGMA’s Conference Keynote Speakers**. This opportunity includes dedicated signage, verbal recognition, and a 3-minute speaking opportunity before introducing a high-profile speaker on the main stage. *\*Sponsor opportunity: Supply pamphlets/business cards or material at room entrance.*

### SPONSORSHIP INCLUDES:

- Complimentary full conference registration for two (2) sponsor delegates (\$1,580 value)
- Complimentary showcase booth, including registration for two (2) exhibitors (\$1,900 value)
- Three (3) showcase alerts via the Conference mobile app during conference hours
- Acknowledgement as “Innovator Sponsor” in three (3) pre-event Tweets
- Opportunity to supply a digital brochure/document (PDF format) for upload to the mobile app
- Opportunity to supply PowerPoint content for display during plenary events (*up to 3 slides*)

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## Connector

**\$7,500** (2 available – June 10 & 11)

Be the exclusive sponsor for **ONE of the daily lunch buffets**. This opportunity includes dedicated signage, verbal recognition, and a 3-minute speaking opportunity at the luncheon. *\*Sponsor opportunity: Supply small take-away at each place setting, subject to LGMA approval.*

### SPONSORSHIP INCLUDES:

- Complimentary full conference registration for one (1) sponsor delegate (\$790 value)
- Complimentary showcase booth, including registration for (2) exhibitors (\$1,900 value)
- Three (3) showcase alerts via the Conference mobile app during conference hours
- Acknowledgement as “Connector Sponsor” in three (2) pre-event Tweets
- Opportunity to supply a digital brochure/document (PDF format) for upload to the mobile app
- Opportunity to supply PowerPoint content for display during plenary events (*up to 3 slides*)

*...over for more options*



## Builder

**\$5,000** (2 available – June 10 & 11)

Sponsor **ONE of the daily breakfast buffets** to help delegates start their day off right. It is a time for delegates to network before the day's sessions begin. Dedicated signage with your logo will be provided. *\*Sponsor opportunity: Supply small take-away at each place setting, subject to LGMA approval.*

### SPONSORSHIP INCLUDES:

- Complimentary showcase booth, including registration for (2) exhibitor delegates (*\$1,900 value*)
- Two (2) showcase alerts via the Conference mobile app during conference hours
- Acknowledgement as "Builder Sponsor" in two (2) pre-event Tweets
- Opportunity to supply PowerPoint content for display during plenary events (*up to 2 slides*)

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## Supporter

**\$3,500** (4 available – June 10 & 11)

As a **refreshment break sponsor**, brand your organization to delegates with dedicated signage as they relax and network between sessions. Each break is 30 minutes long and located inside the showcase area. Choose from morning or afternoon break on Wed, June 10 or Thurs, June 11.

### SPONSORSHIP INCLUDES:

- Complimentary conference registration for one (1) sponsor delegate (*\$790 value*)
- Acknowledgement as "Supporter Sponsor" in two (2) pre-event Tweets
- Opportunity to supply PowerPoint content for display during plenary events (*1 slide*)

*...additional Conference opportunities*

## ADDITIONAL Conference Sponsorship Opportunities

### Session Sponsor

**\$1,500** per session

**Breakout sessions** will focus on topics relating to one or more of the Conference key learning tracks: *Exploring Emerging Trends*; *Sustaining Our Communities*; *Building a Culture of Excellence*; and *Becoming a Resilient Leader*. Includes:

- Dedicated signage with your logo at session room entrance
- One table top provided outside breakout session for your pamphlets, business cards, and/or promotional literature
- Recognition in moderator's opening comments

*"The sessions were excellent - I always learn something worthwhile!"*

- 2019 attendee

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## Promote your organization through one of these exclusive opportunities:

### Gala Entertainment

**\$4,000** (Thurs, June 11)

Following dinner, delegates will celebrate the conference and enjoy a special live music performance. Includes:

- Complimentary conference registration for one (1) sponsor delegate (*up to \$790 value*)
- Verbal recognition and signage with your logo at the Gala
- Opportunity to give a 1-minute greeting and introduce the entertainment

### Gala Wine

**\$2,500** (Thurs, June 11)

Selection of red and white wine to be poured by banquet staff during dinner. Includes verbal recognition and signage with your logo at the event.

### First Time Attendee Reception

**\$3,000** (Tues, June 9)

Help welcome new attendees to the LGMA Annual Conference with a beverage and light hors d'oeuvres. Includes a brief (maximum 3 minutes) non-commercial speaking opportunity to delegates, verbal recognition, and signage with your logo acknowledging your support.

### WiFi

**\$3,500**

An essential part of keeping delegates engaged and connected, as official WiFi sponsor your organization will not go unnoticed by delegates. Includes your logo on signage and you may choose the WiFi password!

### Delegates' Lounge with Charging Station

**\$3,500**

An area where delegates can relax and connect with others between sessions, and power up their cell phones to avoid the dreaded "low battery" signal. Includes your logo on signage, soft furnishings, and one station. *\*Sponsor opportunity: Supply promotional materials to be made available at the Lounge.*

### Photo Booth

**\$2,500**

A dedicated area where a photographer will be available to take professional shots of delegates for their LinkedIn profiles or other digital contact information. *\*Sponsor Opportunity: Supply of promotional materials, including banners, to be made available at the Photo Booth.*

**If you have a different idea, we'd like to hear it.  
We would be happy to work with you to create a customized package  
to help you meet your specific business objectives. Contact Ana Fuller, [afuller@lgma.ca](mailto:afuller@lgma.ca)**



## PARTNERSHIP AGREEMENT & ORDER FORM

### Contact Information:

Name: \_\_\_\_\_

Organization/Company Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Return this order form to our team and they'll handle the details.  
Program / product selections allocated first-come, first-served and  
you will receive confirmation from LGMA.

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**Professional Development Partner** **\$20,000** (or \$5,000 quarterly)

Select ONE (1) from:

- 2020-2021 New Zealand Overseas Exchange Manager Program
- 2020 LGMA Member Awards
- CAO Forum - February 2021
- Corporate Officers Forum - October 7-9, 2020

and ONE (1) from:

- Administrative Professionals Conference - April 15-17, 2020
- MATI Foundations - August 9-14, 2020
- MATI School for Approving Officers – October 18-23, 2020

➤ *Sponsor benefits for programs above are found on page 5.*

PLUS, as a Professional Development Partner please **select from the Annual Conference options below, up to \$12,000 in value** (included in your partnership).

**Educational Partner** **\$10,000** (or \$2,500 quarterly)

Select TWO (2) from:

- Administrative Professionals Conference - Apr 15-17, 2020
- CAO Forum - February 2021
- Corporate Officers Forum - October 7-9, 2020
- MATI Foundations - Aug 9 - 14, 2020
- MATI School for Statutory Approving Officers – October 2020

PLUS, as an Education Partner please **select from the Annual Conference options below, up to \$5,000 in value** (included in your partnership).

**Annual Conference Sponsor | Check all that apply:**

➤ Sponsor benefits for events/items below are found on pages 7-10.

Select	Category	Event	Day	Cost
<input type="checkbox"/>	Champion	President's Reception	Tues	SOLD
<input type="checkbox"/>	Champion	Gala Dinner	Thurs	SOLD

Select	Category	Event	Day	Cost
<input type="checkbox"/>	Innovator	Opening Keynote	Wed	\$10,000
<input type="checkbox"/>	Innovator	Closing Keynote	Thurs	SOLD

Select	Category	Event	Day	Cost
<input type="checkbox"/>	Connector	Lunch	Wed	SOLD
<input type="checkbox"/>	Connector	Lunch	Thurs	\$7,500
<input type="checkbox"/>	Builder	Breakfast	Wed	\$5,000
<input type="checkbox"/>	Builder	Breakfast	Thur	SOLD

Select	Category	Event	Day	Cost
<input type="checkbox"/>	Supporter	Refreshment Break - AM	Wed	\$3,500
<input type="checkbox"/>	Supporter	Refreshment Break - PM	Wed	\$3,500
<input type="checkbox"/>	Supporter	Refreshment Break - AM	Thur	\$3,500
<input type="checkbox"/>	Supporter	Refreshment Break - PM	Thur	\$3,500

Select	Item	Fee
<input type="checkbox"/>	Breakout Session *	\$1,500
<input type="checkbox"/>	Gala Entertainment	\$4,000
<input type="checkbox"/>	Gala Wine	\$2,500
<input type="checkbox"/>	First Time Attendee Reception	\$3,000

Select	Item	Fee
<input type="checkbox"/>	WiFi	\$3,500
<input type="checkbox"/>	Delegates' Lounge & Charging Station	SOLD
<input type="checkbox"/>	Photo Booth	\$2,500

\*Please contact us for list of sessions

We (company name): .....

agree to sponsor at the total level indicated.

Authorized by (signature): .....

Date: .....

**PAYMENT**

Total amount enclosed: \$ \_\_\_\_\_

Please send invoice. Sponsorship fee must be paid in full by **April 10, 2020**. Please make cheque payable to the **Local Government Management Association** and remit to: Suite 710A – 880 Douglas St., Victoria, BC V8W 2B7

**Please email completed form (pgs 11-12) with your high-resolution logo (JPEG) to [afuller@lgma.ca](mailto:afuller@lgma.ca) by February 14, 2020.**

Thank you!

PLEASE NOTE: LGMA understands that sponsors or exhibitors may elect to hold their own event during LGMA Conference week. Please note that the LGMA assumes no liability for any damage or loss that may arise from your event and carries no insurance that would cover any damage or loss arising from your event. We recommend that you consult with your insurers to determine if in fact coverage is available for any loss or damage that arises from your event.