

We are

URBAN.

SUMA | 2025 SUMA Convention and Tradeshow | April 13-16 Saskatoon, SK

SPONSORSHIP OPPORTUNITIES



We are **URBAN.**

SUMA PARTNERSHIP INVITATION

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 over 80 percent of the population in Saskatchewan: 438 urban governments - 16 cities, 147 towns, 223 villages, 39 resort villages, and 13 northern municipalities.

Our 2025 SUMA Convention and Tradeshow will be held from April 13-16. Join us in Saskatoon as we come together for the first time following the municipal election, celebrating the urban family - from the smallest of villages to the largest of cities, We are URBAN. Convention provides delegates the opportunity to connect with peers, get updates and provide feedback on what SUMA is doing, and offers several opportunities for engagement with the provincial government.

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 WITH ALL SPONSORSHIPS	
• SUMA Website:	Corporate logo recognition in Events, Convention and Tradeshow section
• Municipal Voice:	Recognition in pre-convention issue if sponsorship is confirmed by January 22, 2025
• 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:	Recognition in the Sponsor section
• First Right of Refusal:	Sponsorship must be confirmed by January 14, 2026
• Commercials:	10% off commercials during plenary and breakout sessions
• Convention App Ad Space:	10% off ad spaces on convention app
• Tradeshow Booth:	\$200 discount on premium booth

Sponsorship of the SUMA Convention and Tradeshow is a prime opportunity to enhance your organization’s visibility and recognition with Saskatchewan’s urban municipalities. The following pages outline the various sponsorship opportunities that are available and the benefits received.

We are always looking for new ways to recognize our sponsors, contact us if you have an idea or would like a customized option.

GENERAL OPPORTUNITIES

MUNICIPAL MARKETPLACE		SOLD
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		SOLD
Details:	<i>The registration system is used by all city managers, CAO’s, and administrators from our 438 member municipalities who register their delegates for convention. Registration opens January 13, 2025.</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] 	



CONVENTION APP		Fees: \$6,000
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 • One rotating and clickable banner ad [artwork supplied by sponsor] • App specific sponsorship citation on website • Sponsorship mention in pre-convention issue of Municipal Voice if confirmed by January 22, 2025 • Corporate logo displayed on app signage 	

LANYARD [Three year term, \$10,000 per year]		Fees: \$10,000
Details:	<i>Lanyards are worn by all delegates, exhibitors, speakers, special guests, and staff.</i>	
Benefits:	<ul style="list-style-type: none"> • Corporate logo will appear [alongside the SUMA logo] on all event lanyards. 	

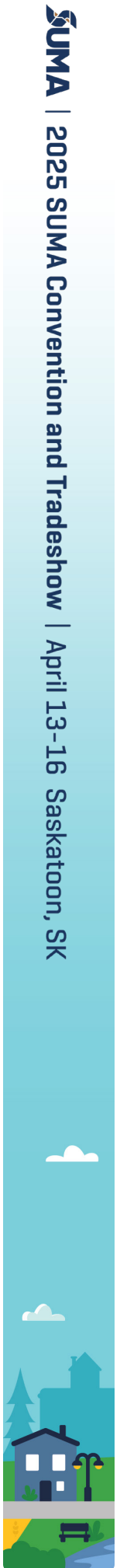
ATTENDEE BADGE		Fees: \$4,000
Details:	<i>Name tag and agenda card worn by all delegates, exhibitors, speakers, special guests, and staff.</i>	
Benefits:	<ul style="list-style-type: none"> • Corporate logo printed on the agenda side of the badge 	

DELEGATE BAG		Fees: \$6,000
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: \$5,000
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 include sponsor message on card 	

CUSTOM GRAPHICS		Fees: \$7,000+
Details:	<i>Corporate custom graphics displayed in the TCU Place.</i>	
Benefits:	<ul style="list-style-type: none"> • Custom floor, window, or elevator graphics • Pricing varies based on size, location, and quantity 	

SUMA represents over 80% of the population in Saskatchewan: 438 urban governments - 16 cities, 147 towns, 223 villages, 39 resort villages, and 13 northern municipalities.



ON-SITE REGISTRATION		PENDING
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 	

MASTER OF CEREMONIES		SOLD
Details:	Trevor Moore to emcee the event from Monday, April 14 to Wednesday, April 16.	
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 22, 2025 • Corporate logo displayed on screen during introduction of MC • One delegate registration 	

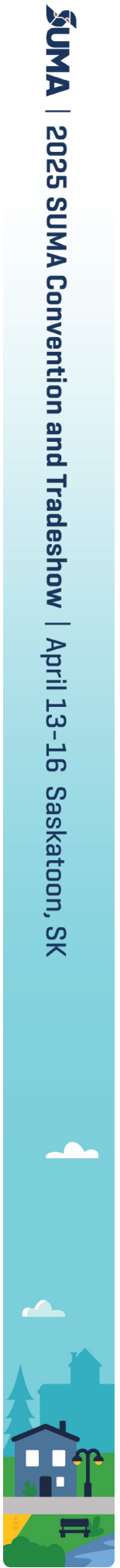
REFRESHMENT BREAKS - Tradeshow		PENDING
Details:	<i>Three tradeshow viewing breaks at TCU Place, locations to be decided [total time, 3 hours, 25 minutes].</i>	
Benefits:	<ul style="list-style-type: none"> • Corporate logo (1 colour) on paper coffee cups • Corporate logo displayed on event signage • Corporate mention in push notifications on convention app and verbal recognition 	

REFRESHMENT BREAKS - Main Plenary		Fees: \$3,000
Details:	<i>Two, 15-minute breaks - locations to be decided.</i>	
Benefits:	<ul style="list-style-type: none"> • Corporate logo (1 colour) on paper coffee cups • Corporate logo displayed on event signage • Corporate mention in push notifications on convention app and verbal recognition 	

SPONSORED SPEAKING TIMES		
Details:	Option 1: \$6,000 5-minute presentation during main plenary.	Option 2: \$10,000 10-minute presentation during main plenary.
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 	

1000+ elected officials and municipal employees representing Saskatchewan's urban municipalities attend our Convention every year.

CATHERINE HOLLAND
 Marketing and Sponsorship Advisor
 306-525-4466
marketing@suma.org



SUNDAY SPONSORSHIP OPPORTUNITIES

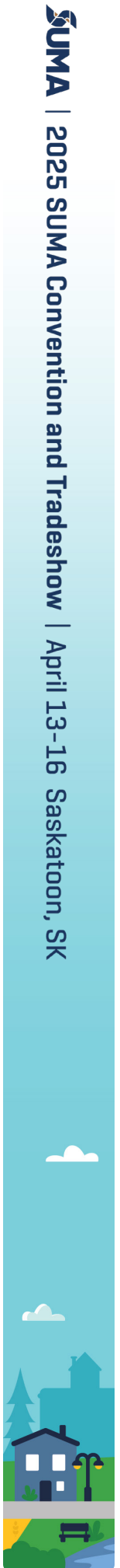
DIALOGUE WITH SUMA [4 available]				Fees: \$2,500
Details:	Environment	Public Safety and Health	Intergovernmental Affairs	Community and Economic Development
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the panel [2-3 minute address] • Corporate logo on event signage 			

EXCURSIONS [3 available]			Fees: \$3,500
Details:	Option 1: Gordie Howe Sports Complex [Event Centre]	Option 2: Black Fox Farm and Distillery	Option 3: CN's Chappell Yard
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to participate in excursion • Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 22, 2025 		

EDUCATION SESSIONS [3 available]			Fees: \$2,500
Details:	Community Care: Emergency Services and Mental Health - Saskatoon Fire Department and Saskatoon Police Service	AI, Privacy, and Cybersecurity for Municipalities - INQ Consulting	Let's Re-Evaluate Urban Assessments - Western Municipal Consulting
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the speakers [2-3 minute address] • Corporate logo on event signage 		

MUNICIPAL MARKETPLACE - EARLY ACCESS RECEPTION		Fees: \$5,000
Details:	This 1.75 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.	
Benefits:	<ul style="list-style-type: none"> • Opportunity to address the delegates during the event • Corporate mention in push notification on convention app • Sponsorship mention in pre-convention issue of Municipal Voice if confirmed by January 24, 2024 • Sponsorship mention in convention app, on agenda, and on website 	

WELCOME RECEPTION		Fees: \$7,000
Details:	This event provides a warm welcome to visiting delegates, exhibitors, and sponsors. Drinks and appetizers will be enjoyed. Location, TCU Place.	
Benefits:	<ul style="list-style-type: none"> • Opportunity to address the delegates during the event and handout small welcome gift • Corporate logo displayed, along with SUMA logo on small welcome gift • Corporate presence at the event • Corporate mention in push notification on convention app • Sponsorship mention in pre-convention issue of Municipal Voice if confirmed by January 22, 2025 • Sponsorship mention in convention brochure, and on website 	



MONDAY SPONSORSHIP OPPORTUNITIES

DELEGATE BREAKFAST		Fees: \$5,500
Details:	<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 	

OFFICIAL OPENING		SOLD
Details:	<i>The ceremonial official opening will launch the 2025 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 	

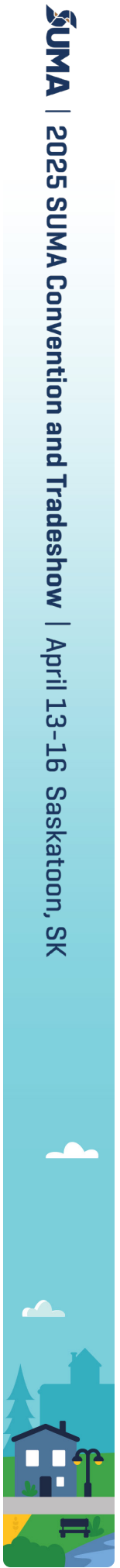
KEYNOTE ADDRESS		PENDING
Details:	<i>Pamela Barnum is a communication expert focused on strategies and techniques that increase trust, improve relationships, and decode nonverbal cues.</i>	
Benefits:	<ul style="list-style-type: none"> • Opportunity to introduce the speaker with logo displayed on screen • Corporate presence at the event with reserved table provided • Sponsorship mention in pre-convention issue of Municipal Voice if confirmed by January 22, 2025 	

DELEGATE LUNCH		PENDING
Details:	<i>Lunch to be served in Centennial Hall.</i>	
Benefits:	<ul style="list-style-type: none"> • Opportunity to address delegates for 2-3 minutes, with presentation • Corporate logo on screen 	

DELEGATE DRAW		PENDING
Details:	<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 	

In order to be considered a city, a municipality must have a population of 5,000 or more. Only 16 of over 400 SUMA member municipalities are classified as cities.

While “urban” is often used to refer to a city, in Saskatchewan it also means towns, villages, resort villages, and northern communities. Over **90%** of SUMA members are not cities.



TUESDAY SPONSORSHIP OPPORTUNITIES

DELEGATE BREAKFAST		Fees: \$5,500
Details:	<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 	

DELEGATE DRAW		PENDING
Details:	<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 	

MAIN PLENARY - MUNICIPAL MARVELS		Fees: \$4,000
Details:	<i>Municipal Marvels: Student Sustainability Solutions - student-focused challenge aiming to provide innovative solutions for sustainability issues to municipalities across Saskatchewan</i>	
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the panel [2-3 minute address] • Corporate logo on event signage 	

DELEGATE LUNCH		Fees: \$6,500
Details:	<i>Lunch to be served in Centennial Hall.</i>	
Benefits:	<ul style="list-style-type: none"> • Opportunity to address delegates for 2-3 minutes, with presentation • Corporate logo on screen 	

MAIN PLENARY EDUCATION PANEL		Fees: \$4,000
Details:	<i>Future-Proofing Municipalities: Regional Planning and Reconciliation - Panelists will discuss the value of collaboration for long-term sustainability and community strength.</i>	
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the panel [2-3 minute address] • Corporate logo on event signage 	

Municipalities provide most of the daily essential services: emergency services, public utilities, public transit, sidewalks, streets, lighting, recreational service and more.



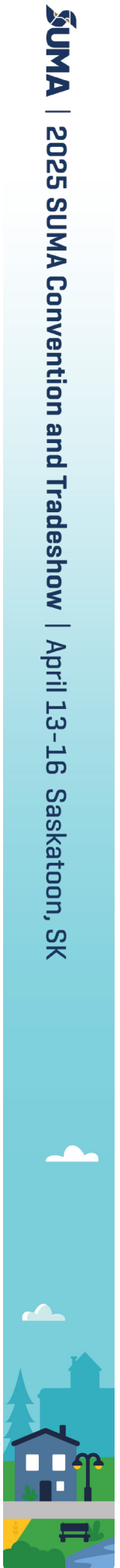
EDUCATION SESSIONS [3 available]		Fees: \$2,500
Details:	Protecting Residents and Taxpayers from Municipal Risk - SUMAssure Insurance Reciprocal SOLD	Modeling Respect: Best Practices for Urban Council Meetings - SAGE Analytics Inc.
	Storytelling to Drive Community Connection - memoryKPR	From Conflict to Constructive Dialogue in Your Community - Dr. Gary Wohlman, PhD
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the speakers • Corporate logo on event signage 	

SPECIAL GUEST RECEPTION		Fees: \$3,500
Details:	<i>Special guests, SUMA Board Members, awards recipients, and sponsors are invited to a reception prior to the President's Gala.</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 Gala 	

PRESIDENT'S GALA		Fees: \$7,000
Details:	<i>This outstanding event will consist of a buffet dinner, fundraising event, service awards presentation, followed by entertainment.</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 24, 2024 • Sponsorship citation in convention brochure, and on website • Two tickets to the President's Gala 	

SERVICE AWARDS		Fees: \$3,500
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 Gala 	

AWARDS PROGRAM		Fees: \$3,000
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 Gala 	



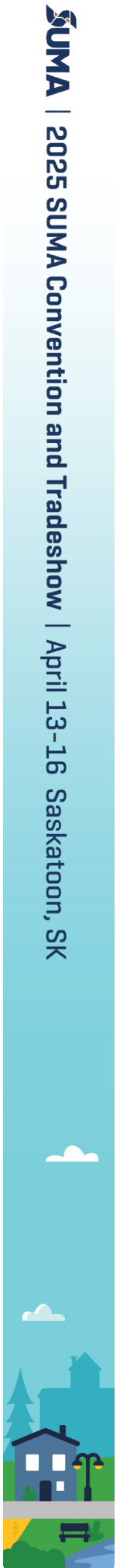
CENTERPIECES		SOLD
Details:	<i>Centerpieces will be purchased by SUMA and displayed on each table at the banquet with logo incorporated into the arrangement.</i>	
Benefits:	<ul style="list-style-type: none"> • Corporate logo in awards program with opportunity to provide a message • Corporate logo on event PowerPoint presentation • Two tickets to the President's Gala 	

WINE		Fees: \$6,000
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 Gala 	

ENTERTAINMENT		Fees: \$4,000
Details:	<i>TBD</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 Gala 	

ADDITIONAL SPONSORSHIP OPPORTUNITIES

<ul style="list-style-type: none"> • Small Community Support Initiative - two delegate registrations purchased for a member municipality (must purchase two to receive sponsorship benefits) <p>Benefits</p> <ul style="list-style-type: none"> • Verbal recognition • Lunch with recipients • Sponsorship citation in post convention issue of Municipal Voice 	\$2,200
<ul style="list-style-type: none"> • Directional Floor Decals - Corporate logo on decals 	\$2,500
<ul style="list-style-type: none"> • Bearpit Timer - Corporate logo displayed on countdown timer during session 	\$2,500
<ul style="list-style-type: none"> • Resolution Timer - Corporate logo displayed on countdown timer during session 	\$2,500



SPONSORSHIP ADDITIONS

OPTIONAL ADDITIONS TO ANY SPONSORSHIP OPPORTUNITY	
• Early Bird Delegate Registration: March 12, 2025 - Deadline at midnight	\$750
• Delegate Registration	\$850
• Welcome Reception Ticket [non-refundable]	\$75
• President’s Gala Ticket [non-refundable]	\$100
• Plenary Commercial - 30 second commercial to play before plenary programming, supplied by sponsor no later than March 20, 2024	\$1,500
• Breakout Commercial - 30 second commercial to play before session programming, supplied by sponsor no later than March 20, 2024	\$500
• Banner Ads - rotating and clickable banner ad on convention app, artwork supplied by sponsor no later than March 6, 2024	\$1,500
• Delegate Bag Insert [10 available]: Responsible for cost of item and it must be provided to SUMA no later than March 20, 2024	\$1,000
• Tradeshow Booth	\$1,050
• Small Community Support Initiative - two convention registrations purchased for a member municipality Benefits <ul style="list-style-type: none"> • Verbal recognition • Lunch with recipients • Sponsorship citation in post convention issue of Municipal Voice 	\$1,100

We are always looking for new ways to recognize our sponsors, connect with **Catherine Holland, Marketing and Sponsorship Advisor**, if you have an idea or would like a customized option, at: marketing@suma.org or 306-525-4466

