



SPONSORSHIP OPPORTUNITIES



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 441 urban governments in Saskatchewan - 16 cities, 149 towns, 225 villages, 38 resort villages, and 13 northern municipalities.

Our 2023 SUMA Convention and Tradeshow will be held from April 16-19. Delegates will gather in Saskatoon to tune into new ideas from peers, presenters, exhibitors, and provincial leaders.

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 IN ALL SPONSORSHIP PACKAGES

- **SUMA Website:** Corporate logo recognition in convention section
- **SUMA Website:** Corporate logo, hyperlink, and company description under Events section
- **Municipal Voice:** Sponsor recognition in pre-convention issue if sponsorship is confirmed by **January 31, 2023**
- **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:** Sponsor recognition on app
- **First Right of Refusal:** Sponsorship must be confirmed by **January 15, 2024**
- **Commercials:** 10% off plenary and breakout
- **Tradeshow Booth:** \$200 discount on premium booth

SPONSORSHIP ADDITIONS

OPTIONAL ADDITIONS TO ANY SPONSORSHIP PACKAGE

• Early Bird Convention Registration: March 2, 2023 - Deadline at midnight	\$700
• Convention Registration	\$800
• Welcome Reception Ticket (non-refundable)	\$50
• President's Banquet Ticket (non-refundable)	\$80
• Plenary Commercial - 30 second commercial to play before plenary programming	\$1,500
• Breakout Commercial - 30 second commercial to play before session programming	\$500
• Delegate Bag Insert (10 available): Responsible for cost of item and it must be provided to SUMA no later than March 29, 2023	\$1,000
• Tradeshow Booth	\$1,000
• Small Community Support Initiative - 2 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 	\$1,000

SPONSORSHIP OPPORTUNITIES

MUNICIPAL MARKETPLACE SPONSOR		SOLD	GENERAL
Details:	The tradeshow is an opportunity to highlight your company to all convention delegates, other municipal employees, as well as other exhibitors.		
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 SPONSOR		SOLD	GENERAL
Details:	The registration system is used by all city managers, CAO's, and administrators from our 441 member municipalities who register their delegates for convention.		
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 emails)		

DELEGATE BAG SPONSOR		Fees: \$5,500	GENERAL
Details:	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.		
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: \$5,500	GENERAL
Details:	The hotel key cards are used at over 600 rooms booked at the designated partner hotels.		
Benefits:	<ul style="list-style-type: none">• Corporate logo displayed on one side of the key cards• Opportunity to included sponsor message on card		

AGENDA CARD SPONSOR		SOLD	GENERAL
Details:	5 x 4" agenda card is placed in all delegate name badges at the time of registration.		
Benefits:	<ul style="list-style-type: none">• Corporate logo displayed on both sides of the agenda card		

CONVENTION APP SPONSOR		Fees: \$5,500	GENERAL
Details:	The convention app is an interactive tool for delegates to refer to for endless information about convention.		
Benefits:	<ul style="list-style-type: none">• Corporate logo displayed on splash page of the convention app• App specific sponsorship citation on website• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023• Corporate logo displayed on app signage		

For more information on Convention 2023 sponsorship opportunities, contact [Catherine Holland](#), Marketing and Sponsorship Coordinator, at: 306-525-4466

MC SPONSOR		Fees: \$6,000	GENERAL
Details:	Joan McCusker to MC the event from Monday, April 17 to Wednesday, April 19.		
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 31, 2023• Corporate logo displayed on screen during introduction of MC• One convention registration		

ON-SITE REGISTRATION SPONSOR		Fees: \$5,000	GENERAL
Details:	The registration desk is the central hub for all delegates and exhibitors to register, gather materials, and find information about convention.		
Benefits:	<ul style="list-style-type: none">• Have a display near the registration desk• Sponsor acknowledgment in the convention app		

REFRESHMENT BREAKS - Tradeshow		Fees: \$5,500	GENERAL
Details:	Three tradeshow viewing breaks in Grand Gallery, Regal AB, Stage Area, and Centennial Hall (3.5hrs total).		
Benefits:	<ul style="list-style-type: none">• Corporate logo (1 colour) on coffee cup, 1500 supplied total• Corporate logo displayed on event signage• Corporate mention in push notifications on convention app and verbal recognition		

REFRESHMENT BREAKS - Grand Salon		Fees: \$3,500	GENERAL
Details:	Three, 15-minute breaks in the TCU Place Grand Salon (45 minutes total).		
Benefits:	<ul style="list-style-type: none">• Corporate logo (1 colour) on coffee cup, 750 supplied total• Corporate logo displayed on event signage• Corporate mention in push notifications on convention app and verbal recognition		

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

DELEGATE BREAKFAST SPONSOR (2 available)			Fees: \$5,500	GENERAL
Details:	Option 1: Monday, April 17, 2023 <i>Continental breakfast served in the tradeshow.</i>	Option 2: Tuesday, April 18, 2023 <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 LUNCH SPONSOR (2 available)			Fees: \$6,500	GENERAL
Details:	Option 1: Monday, April 17, 2023 <i>Lunch to be served in the Grand Salon.</i>	Option 2: Tuesday, April 18, 2023 <i>Lunch to be served in the Grand Salon.</i>		
Benefits:	<ul style="list-style-type: none"> • Opportunity to address delegates for 2-3 minutes • Corporate logo on screen • Image based PowerPoint presentation or silent video to play during lunch 			

DELEGATE DRAW SPONSOR (2 available)			Fees: \$4,500	GENERAL
Details:	Option 1: Monday, April 17, 2023 <i>Delegate have the opportunity to win prizes. The draw drum is located in the tradeshow.</i>	Option 2: Tuesday, April 18, 2023 <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 			

DIALOGUE WITH SUMA (4 available)				Fees: \$2,000	SUNDAY
Details:	Environment	Public Safety and Health	Intergovernmental Affairs	Community and Economic Development	
Benefits:	• Verbal recognition • Opportunity to introduce the panel • Corporate logo on event signage				

EXCURSION SPONSOR (2 available)			Fees: \$3,500	SUNDAY
Details:	Option 1: <i>Saskatoon Regional Waste Management Centre and STARS Hangar</i>	Option 2: <i>Wanuskewin Heritage Park</i>		
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to participate in excursion • Sponsorship citation in pre-convention issue of Municipal Voice 			

EDUCATION SESSIONS - (3 available)			Fees: \$2,000	SUNDAY
Details:	<i>Topic - Treaties, Language, and Culture</i> <i>Presenter - TBD</i>	<i>Topic - Municipal Economics, Municipal Governance Practices</i> <i>Presenter - Colliers Project Leaders</i>	<i>Topic - Green Technologies in Municipal Ice Arenas</i> <i>Presenter - JBB Consultants and Engineers</i>	
Benefits:	<ul style="list-style-type: none"> • Verbal recognition • Opportunity to introduce the speakers • Corporate logo on event signage 			

MUNICIPAL MARKETPLACE - EARLY ACCESS RECEPTION			Fees: \$4,500	SUNDAY
Details:	This 2 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 citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023• Sponsorship citation in convention app, on agenda, and on website			

WELCOME RECEPTION - REMAI MODERN			Fees: \$7,000	SUNDAY
Details:	This event held at the Remai Modern Art Gallery, will provide a warm welcome to visiting delegates, exhibitors, and sponsors. Drinks and appetizers will be enjoyed.			
Benefits:	<ul style="list-style-type: none">• Opportunity to address the delegates during the event and handout small welcome gift• Corporate presence at the event• Corporate mention in push notification on convention app• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023• Sponsorship citation in convention brochure, and on website• BONUS: Add a corporate logo to give away for half the cost of item			

OFFICIAL OPENING SPONSOR			Fees: \$5,250	MONDAY
Details:	The ceremonial official opening will launch the 2023 SUMA Convention and Tradeshow.			
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			

EDUCATION SESSIONS - (2 available)			Fees: \$2,000	MONDAY
Details:	<i>Topic - Municipal economics, mental health and addictions, environmental wellbeing</i> <i>Presenter - University of Regina</i>	<i>Topic - Municipal Economics, environmental wellbeing</i> <i>Presenter - SUMAssure</i>	<i>Topic - Property assessment</i> <i>Presenter - Saskatchewan Assessment Management Agency</i>	
Benefits:	<ul style="list-style-type: none">• Verbal recognition• Opportunity to introduce the speakers• Corporate logo on event signage			

KEYNOTE ADDRESS SPONSOR			SOLD	TUESDAY
Details:	Keynote speaker, Cody Demerai talks about his experience with mental health and addictions.			
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 citation in pre-convention issue of Municipal Voice if confirmed by January 31, 2023			

BREAKOUT SESSIONS (4 available)			Fees: \$2,000
Details:	<p>Towns and Villages</p> <p><i>Topic - Mental Health, Women in Politics</i></p> <p><i>Presenter - Enough Already</i></p>	<p>Towns and Villages</p> <p><i>Topic - Municipal Governance Principals</i></p> <p><i>Presenter - Matthewson & Co.</i></p>	
	<p>Cities</p> <p><i>Topic - Freedom of Information</i></p> <p><i>Presenter - Office of the Saskatchewan Information and Privacy Commissioner</i></p>	<p>Northern Regional Meeting</p>	
Benefits:	<ul style="list-style-type: none">• Verbal recognition• Opportunity to introduce the speakers• Corporate logo on event signage		

TUESDAY

SPECIAL GUEST AND AWARD RECIPIENT RECEPTION		Fees: \$3,500
Details:	Special guests, SUMA Board Members, awards recipients, and sponsors are invited to a reception prior to the President's Banquet.	
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 Banquet	

TUESDAY

PRESIDENT’S BANQUET SPONSOR		Fees: \$7,000	TUESDAY
Details:	This outstanding event will consist of plated dinner with an aerial performance, service awards presentation, followed by live music and dance.		
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 31, 2023• Two tickets to the President’s Banquet		

WINE SPONSOR		Fees: \$6,500	TUESDAY
Details:	Wine placed on all tables with a refill tag attached to each bottle.		
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 Banquet		

ENTERTAINMENT SPONSOR		Fees: \$4,000	TUESDAY
Details:	Deja Voodoo, a local band from Saskatoon will play after the banquet.		
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 Banquet		

SERVICE AWARD SPONSOR		Fees: \$3,500	TUESDAY
Details:	Service awards presentation will take place after dinner.		
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 Banquet		

AWARDS PROGRAM SPONSOR		Fees: \$3,000
Details:	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.	
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 Banquet	

TUESDAY

CENTERPIECE SPONSOR		SOLD	TUESDAY
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 Banquet		

OTHER SPONSORSHIPS

OTHER SPONSORSHIP OPPORTUNITIES		
<ul style="list-style-type: none"> • Small Community Support Initiative - 2 convention registrations purchased for a member municipality (must purchase 2 to receive sponsorship benefits) 	Benefits	\$1,000
<ul style="list-style-type: none"> • Verbal recognition • Lunch with recipients • Sponsorship citation in post convention issue of Municipal Voice 		
<ul style="list-style-type: none"> • Directional Floor Decals - Corporate logo on decals 		\$2,000
<ul style="list-style-type: none"> • Bearpit Timer - Corporate logo displayed on countdown timer during session 		\$2,000
<ul style="list-style-type: none"> • Resolution Timer - Corporate logo displayed on countdown timer during session 		\$2,000

Create a customized sponsorship package that meets your organizations objectives. For more information, contact **Catherine Holland**, Marketing and Sponsorship Coordinator, at: marketing@suma.org or 306-525-4466