



# reFRESH • reNEW • reFOCUS

● 2024 SUMA Convention and Tradeshow April 14 -17 • Regina, SK

## SPONSORSHIP OPPORTUNITIES



# 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 2024 SUMA Convention and Tradeshow will be held from April 14-17. Delegates will join us in Regina as we look to **reFRESH**, **reNEW**, and **reFOCUS** our engagement with members, while providing increased connection with 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](mailto:marketing@suma.org).

Sincerely,

A handwritten signature in black ink that reads "Randy Goulden". The signature is fluid and cursive.

**Randy Goulden**  
SUMA President

A handwritten signature in black ink that reads "Jean-Marc Nadeau". The signature is stylized and cursive.

**Jean-Marc Nadeau**  
Chief Executive Officer

# SPONSORSHIP OPPORTUNITIES

## BENEFITS INCLUDED IN ALL SPONSORSHIP PACKAGES

- **SUMA Website:** Corporate logo recognition in Events, Convention and Tradeshow 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 24, 2024**
- **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 10, 2025**
- **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

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

GENERAL	MUNICIPAL MARKETPLACE SPONSOR		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"> <li>• Corporate logo displayed on all electronic and hard copy signage throughout the tradeshow</li> <li>• Company name attached to all communications that mention the Municipal Marketplace</li> </ul>	

GENERAL	MC SPONSOR		SOLD
	Details:	<i>Lisa Peters to MC the event from Monday, April 15 to Wednesday, April 17.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Corporate mentions and interactions with MC throughout the event</li> <li>• MC specific sponsorship citation on website</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by <b>January 24, 2024</b></li> <li>• Corporate logo displayed on screen during introduction of MC</li> <li>• One delegate registration</li> </ul>	



<b>GENERAL</b>	<b>CONVENTION APP SPONSOR</b>		<b>SOLD</b>
	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"> <li>• Corporate logo displayed on splash page of the convention app</li> <li>• One rotating and clickable banner ad (artwork supplied by sponsor)</li> <li>• App specific sponsorship citation on website</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by <b>January 24, 2024</b></li> <li>• Corporate logo displayed on app signage</li> </ul>	

<b>GENERAL</b>	<b>DELEGATE BAG SPONSOR</b>		<b>SOLD</b>
	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"> <li>• Corporate logo displayed, along with SUMA logo on the front of the delegate bag</li> <li>• Opportunity to insert handout of promotional item in the delegate bag (supplied by sponsor)</li> </ul>	

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

<b>GENERAL</b>	<b>MINTS</b>		<b>Fees: \$4,000</b>
	Details:	<i>Mints with corporate logo placed on every table in the main plenary hall, Monday and Tuesday</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Corporate logo (2 colour) on individually wrapped peppermints</li> </ul>	

<b>GENERAL</b>	<b>REGISTRATION SYSTEM SPONSOR</b>		<b>SOLD</b>
	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.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Corporate logo recognition on registration system</li> <li>• Ad in all registration and event information emails sent (at least 6 emails)</li> <li>• Corporate logo recognition with hyperlink on all confirmation emails to main contact (at least 3 emails)</li> </ul>	

<b>GENERAL</b>	<b>ON-SITE REGISTRATION SPONSOR</b>		<b>PENDING</b>
	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"> <li>• Have a display near the registration desk</li> <li>• Sponsor acknowledgment in the convention app</li> </ul>	

<b>GENERAL</b>	<b>HOTEL KEY CARD SPONSOR</b>		<b>SOLD</b>
	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"> <li>• Corporate logo displayed on one side of the key cards</li> <li>• Opportunity to include sponsor message on card</li> </ul>	

<b>GENERAL</b>	<b>REFRESHMENT BREAKS - Tradeshow</b>		<b>SOLD</b>
	Details:	<i>Three tradeshow viewing breaks in ITC - SaskMilk Hall and Hall C (total time, 3 hours, 25 minutes).</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Corporate logo (1 colour) on paper coffee cups</li> <li>• Corporate logo displayed on event signage</li> <li>• Corporate mention in push notifications on convention app and verbal recognition</li> </ul>	

<b>GENERAL</b>	<b>REFRESHMENT BREAKS - ITC and Queensbury</b>		<b>SOLD</b>
	Details:	<i>Two, 15-minute breaks - locations to be decided.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Corporate logo (1 colour) on paper coffee cups</li> <li>• Corporate logo displayed on event signage</li> <li>• Corporate mention in push notifications on convention app and verbal recognition</li> </ul>	

<b>GENERAL</b>	<b>DELEGATE BREAKFAST SPONSOR (1 available)</b>		<b>Fees: \$5,500</b>
	Details:	<b>Option 1: Monday, April 15, 2024</b> <i>Continental breakfast served in the tradeshow.</i>	<b>Option 2: Tuesday, April 16, 2024</b> <i>Continental breakfast served in the tradeshow.</i>
	Benefits:	<ul style="list-style-type: none"> <li>• Corporate logo on event signage</li> <li>• Corporate logo on napkins, 2 colours max</li> <li>• Corporate mention in push notification on convention app</li> </ul>	

<b>GENERAL</b>	<b>DELEGATE LUNCH SPONSOR (2 available)</b>		<b>SOLD</b>
	Details:	<b>Option 1: Monday, April 15, 2024</b> <i>Lunch to be served in the main plenary hall.</i>	<b>Option 2: Tuesday, April 16, 2024</b> <i>Lunch to be served in the main plenary hall.</i>
	Benefits:	<ul style="list-style-type: none"> <li>• Opportunity to address delegates for 2-3 minutes</li> <li>• Corporate logo on screen</li> <li>• Image based PowerPoint presentation or silent video to play during lunch</li> </ul>	

<b>GENERAL</b>	<b>DELEGATE DRAW SPONSOR</b>		<b>SOLD</b>
	Details:	<b>Option 1: Monday, April 15, 2024</b> <i>Delegate have the opportunity to win prizes. The draw drum is located in the tradeshow.</i>	<b>Option 2: Tuesday, April 16, 2024</b> <i>Delegate have the opportunity to win prizes. The draw drum is located in the tradeshow.</i>
	Benefits:	<ul style="list-style-type: none"> <li>• Opportunity to bring greeting and draw winners with logo on screen</li> <li>• Corporate logo printed on entry form</li> <li>• Corporate logo on event signage</li> </ul>	



<b>GENERAL</b>	<b>SPONSORED SPEAKING TIMES</b>	
	<b>Details:</b> Option 1: <b>\$6,000</b> 5-minute presentation during main plenary.	<b>Option 2: \$10,000</b> 10-minute presentation during main plenary.
	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Opportunity to address delegates for 5 or 10 minutes on a pre-approved presentation</li> <li>• Session to be displayed in agenda with company name</li> </ul>	

<b>SUNDAY</b>	<b>DIALOGUE WITH SUMA (3 available)</b>			<b>Fees: \$2,000</b>
	<b>Details:</b> Environment Public Safety and Health Intergovernmental Affairs <b>SOLD</b> Community & Economic Development <b>SOLD</b>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Opportunity to introduce the panel</li> <li>• Corporate logo on event signage</li> </ul>		

<b>SUNDAY</b>	<b>EXCURSION SPONSOR (2 available)</b>		<b>Fees: \$3,500</b>
	<b>Details:</b> Option 1: Saskatchewan Legislative Building and Government House Option 2: Lumsden Solar Facility	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Opportunity to participate in excursion</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 24, 2024</li> </ul>	

<b>SUNDAY</b>	<b>EDUCATION SESSIONS (3 available)</b>		<b>Fees: \$2,000</b>
	<b>Details:</b> Topic - Restore Harmony in Municipal Roles and Conflict Resolution Presenter - Brownlee LLP Topic - Rapid Response: Hands-on Disaster Management Presenter - St. John Ambulance <b>SOLD</b>	Topic - Modernize Your Understanding of Property Assessment Presenter - SAMA <b>SOLD</b> Topic - Survey to Strategy: Exploring Municipal Wellbeing Through Policy Presenter - University of Regina	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Opportunity to introduce the speakers</li> <li>• Corporate logo on event signage</li> </ul>

<b>SUNDAY</b>	<b>MUNICIPAL MARKETPLACE - EARLY ACCESS RECEPTION</b>		<b>Fees: \$4,500</b>
	<b>Details:</b> 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.	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Opportunity to address the delegates during the event</li> <li>• Corporate mention in push notification on convention app</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by January 24, 2024</li> <li>• Sponsorship citation in convention app, on agenda, and on website</li> </ul>	



<b>SUNDAY</b>	<b>WELCOME RECEPTION</b>		<b>SOLD</b>
	Details:	<i>This event provides a warm welcome to visiting delegates, exhibitors, and sponsors. Drinks and appetizers will be enjoyed. Location Hotel Saskatchewan.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Opportunity to address the delegates during the event and handout small welcome gift</li> <li>• Corporate logo displayed, along with SUMA logo on small welcome gift</li> <li>• Corporate presence at the event</li> <li>• Corporate mention in push notification on convention app</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by <b>January 24, 2024</b></li> <li>• Sponsorship citation in convention brochure, and on website</li> </ul>	

<b>MONDAY</b>	<b>OFFICIAL OPENING SPONSOR</b>		<b>SOLD</b>
	Details:	<i>The ceremonial official opening will launch the 2024 SUMA Convention and Tradeshow.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Opportunity to bring greetings at the event with corporate logo displayed on screen</li> <li>• Representative to be piped in as head table guest</li> <li>• Corporate mention in push notifications on convention app</li> </ul>	

<b>MONDAY</b>	<b>MAIN PLENARY EDUCATION SESSION</b>		<b>Fees: \$3,000</b>
	Details:	<i>Municipal Financial Sustainability Panel.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Opportunity to introduce the speakers</li> <li>• Corporate logo on event signage</li> </ul>	

<b>TUESDAY</b>	<b>EDUCATION SESSIONS (3 available)</b>		<b>Fees: \$2,000</b>
	Details:	<i>Topic - Renewing Commitments: Duty to Consult and Urban Reserve Creation</i> <i>Presenter - Ministry of Government Relations, Lands and Consultation Branch</i>	<i>Topic - Building Resilient Municipalities Through Sustainable Governance</i> <i>Presenter - Johnson Shoyama Graduate School of Public Policy</i> <b>SOLD</b>
		<i>Topic - Beyond the Firewall: Reitalize Your Municipal Cyber Security</i> <i>Presenter - SUMAssure</i> <b>SOLD</b>	<i>Topic - Revamping Your Approach to Municipal-Resident Relationships</i> <i>Presenter - Catalyst Communications</i>
Benefits:	<ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Opportunity to introduce the speakers</li> <li>• Corporate logo on event signage</li> </ul>		

<b>TUESDAY</b>	<b>KEYNOTE ADDRESS SPONSOR</b>		<b>SOLD</b>
	Details:	<i>David Coletto - political commentator, founder, Chair, and CEO of Abacus Data.</i>	
	Benefits:	<ul style="list-style-type: none"> <li>• Opportunity to introduce the speaker with logo displayed on screen</li> <li>• Corporate presence at the event with reserved table provided</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by <b>January 24, 2024</b></li> </ul>	



<b>TUESDAY</b>	<b>BREAKOUT SESSIONS (4 available)</b>		<b>Fees: \$2,000</b>
	<b>Details:</b>	<b>Towns and Villages</b> <i>Topic - Cooperation Redefined: Building Stronger Towns and Villages</i> <i>Presenter - Praxis Consulting</i>	<b>Towns and Villages</b> <i>Topic - Towns and Village Visionaries: Leveraging Donations for Community Renewal</i> <i>Presenter - Town of Outlook</i>
		<b>Cities</b> <i>Topic - What's Yonder: Innovative Governance Practices for Cities</i> <i>Presenter - Gordon A. McIntosh Inc.</i>	<b>Northern Regional Meeting</b>
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Opportunity to introduce the speakers</li> <li>• Corporate logo on event signage</li> </ul>		

<b>TUESDAY</b>	<b>SPECIAL GUEST AND AWARDS RECIPIENT RECEPTION</b>		<b>Fees: \$3,500</b>
	<b>Details:</b>	<i>Special guests, SUMA Board Members, awards recipients, and sponsors are invited to a reception prior to the President's Gala.</i>	
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Corporate logo displayed on event signage</li> <li>• Corporate logo in awards program and on event PowerPoint presentation</li> <li>• Two tickets to the President's Gala</li> </ul>		

<b>TUESDAY</b>	<b>PRESIDENT'S GALA SPONSOR</b>		<b>Fees: \$7,000</b>
	<b>Details:</b>	<i>This outstanding event will consist of a buffet dinner, fundraising event, service awards presentation, followed by entertainment.</i>	
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Opportunity to address the delegates for 2-3 minutes during the event</li> <li>• Corporate logo in awards program and on event PowerPoint presentation</li> <li>• Corporate mention in push notification on convention app</li> <li>• Sponsorship citation in pre-convention issue of Municipal Voice if confirmed by <b>January 24, 2024</b></li> <li>• Sponsorship citation in convention brochure, and on website</li> <li>• Two tickets to the President's Gala</li> </ul>		

<b>TUESDAY</b>	<b>WINE SPONSOR</b>		<b>PENDING</b>
	<b>Details:</b>	<i>Wine placed on all tables with a refill tag attached to each bottle.</i>	
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Corporate logo printed on tags attached to all complimentary bottles of wine</li> <li>• Corporate logo in awards program and on event PowerPoint presentation</li> <li>• Two tickets to the President's Gala</li> </ul>		

<b>TUESDAY</b>	<b>SERVICE AWARDS SPONSOR</b>		<b>Fees: \$3,500</b>
	<b>Details:</b>	<i>Service awards presentation will take place after dinner.</i>	
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Corporate logo displayed on PowerPoint presentation of awards recipients</li> <li>• Verbal recognition of sponsorship during presentation</li> <li>• Corporate logo in awards program with opportunity to provide a message</li> <li>• Corporate logo on event PowerPoint presentation</li> <li>• Two tickets to the President's Gala</li> </ul>		





<b>TUESDAY</b>	<b>AWARDS PROGRAM SPONSOR</b>		<b>SOLD</b>
	<b>Details:</b>	<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>	
	<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Corporate logo on the cover of the awards program with opportunity to provide a message inside</li> <li>• Corporate logo on event PowerPoint presentation</li> <li>• Two tickets to the President's Gala</li> </ul>	

<b>TUESDAY</b>	<b>ENTERTAINMENT SPONSOR</b>		<b>Fees: \$4,000</b>
	<b>Details:</b>	<i>Hypnotist Wayne Lee.</i>	
	<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Opportunity to introduce the entertainment</li> <li>• Corporate logo in awards program and event PowerPoint presentation</li> <li>• Two tickets to the President's Gala</li> </ul>	

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

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

ADDITIONAL SPONSORSHIP OPPORTUNITIES		
<ul style="list-style-type: none"> <li>• <b>Small Community Support Initiative</b> - two delegate registrations purchased for a member municipality (must purchase two to receive sponsorship benefits)</li> </ul>	<b>Benefits</b> <ul style="list-style-type: none"> <li>• Verbal recognition</li> <li>• Lunch with recipients</li> <li>• Sponsorship citation in post convention issue of Municipal Voice</li> </ul>	<b>\$2,200</b>
<ul style="list-style-type: none"> <li>• <b>Directional Floor Decals</b> - Corporate logo on decals</li> </ul>		<b>SOLD</b>
<ul style="list-style-type: none"> <li>• <b>Bearpit Timer</b> - Corporate logo displayed on countdown timer during session</li> </ul>		<b>\$2,000</b>
<ul style="list-style-type: none"> <li>• <b>Resolution Timer</b> - Corporate logo displayed on countdown timer during session</li> </ul>		<b>\$2,000</b>
<ul style="list-style-type: none"> <li>• <b>Golf Carts</b> - Corporate logo displayed on event signage</li> </ul>		<b>PENDING</b>

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[marketing@suma.org](mailto:marketing@suma.org) or 306-525-4466



# SPONSORSHIP ADDITIONS

OPTIONAL ADDITIONS TO ANY SPONSORSHIP PACKAGE	
• <b>Early Bird Delegate Registration:</b> February 29, 2024 - Deadline at midnight	\$750
• <b>Delegate Registration</b>	\$850
• <b>Welcome Reception Ticket</b> (non-refundable)	\$75
• <b>President's Gala Ticket</b> (non-refundable)	\$100
• <b>Plenary Commercial</b> - 30 second commercial to play before plenary programming, supplied by sponsor no later than <b>March 20, 2024</b>	\$1,500
• <b>Breakout Commercial</b> - 30 second commercial to play before session programming, supplied by sponsor no later than <b>March 20, 2024</b>	\$500
• <b>Banner Ads</b> - rotating and clickable banner ad on convention app, artwork supplied by sponsor no later than <b>March 6, 2024</b>	\$1,500
• <b>Delegate Bag Insert</b> (10 available): Responsible for cost of item and it must be provided to SUMA no later than <b>March 20, 2024</b>	\$1,000
• <b>Tradeshow Booth</b>	\$1,050
• <b>Small Community Support Initiative</b> - two convention registrations purchased for a member municipality <b>Benefits</b> • Verbal recognition • Lunch with recipients • Sponsorship citation in post convention issue of Municipal Voice	\$1,100