



Innovative Leadership

2020 Conference Sponsorship Package

October 21-23, 2020
Cambridge Hotel and Conference Centre
3310 – 50 Avenue, Red Deer



Local Government Administration Association
Strength Through Networking

May 2020

Who is LGAA?

The Local Government Administration Association (LGAA) is Alberta's premier municipal administration association with over 230 members representing expertise in all facets of municipal management and leadership. Our members primarily represent senior staff in Alberta's urban and rural municipalities who make or influence key decisions impacting the future of Alberta's communities.

Our mission is to support municipal excellence by providing leadership development through professional networking and learning opportunities.

What does LGAA's 2020 Conference entail?

Our annual conference is our highlight event of the year where members come together for 2.5 days of inspiring speakers, educational content, and numerous opportunities to network with municipal colleagues and vendors. The conference draws between 130 and 160 delegates and includes a half-day tradeshow for exhibitors to profile their organization and services.

What is the theme of the 2020 Conference?

The theme of this year's conference is 'Innovative Leadership'.

What are the benefits of sponsorship?

- Increase awareness of your organization's brand and services.
- Opportunity to network with municipal administrative leaders from across Alberta.
- Speaking timeslots are available to select sponsorship levels.
- Demonstrate your support of the professional development of Alberta's municipal leaders.

What have past sponsors said about LGAA's Conference?

- "Best networking event of the year!"
- "This conference is designed to have a great deal of face to face interaction with the delegates - great opportunity for any sponsor!"
- "The decision makers of municipalities across the province attend making this a worthwhile event to attend."

Does LGAA offer sponsorship options for other events?

Yes, in addition to our annual conference we host regional meetings in each of our five zones and are in the process of expanding to more online delivery of programs. If you are interested in sponsoring events outside of our conference, please contact us at info@lgaab.ca.

LGAA 2020 Conference Partner Program Packages

| | Diamond <i>Official Sponsor</i> | Platinum | Gold | Silver |
|--|---|-------------------------|------------------------|---------------|
| Spots Available | 1 spot | 4 spots | 4 spots | Unlimited |
| Speaking Opportunity | Kick-off and banquet | 10 minute speaking slot | 5 minute speaking slot | N/A |
| # of Conference Registrations | 5 | 3 | 2 | N/A |
| # of Banquet Tickets | 5 | 3 | 2 | N/A |
| Advertising on Website | ✓ | ✓ | ✓ | ✓ |
| Advertising on Twitter & LinkedIn | ✓ | ✓ | ✓ | ✓ |
| Tradeshow Booth | Prime location | N/A | N/A | N/A |
| Cost | \$8,000 SOLD OUT | \$4,000 | \$2,000 | \$500 |

Sponsorship Add-ons

| | | |
|---------------------------------|-------------|---------------------------------------|
| Networking coffee breaks | 4 available | \$500 |
| Lanyards | 1 available | \$500 SOLD OUT |
| Wine at banquet | 2 available | \$500 |
| Entertainment at banquet | 1 available | \$1,000 SOLD OUT |

For questions or to sponsor the 2020 Conference, please contact:

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