



# Innovative Leadership

## 2021 Virtual Conference Partner Program

April 21-30, 2021



Local Government Administration Association  
Strength Through Networking

## 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 2021 Virtual Conference entail?

Our annual conference is our highlight event of the year where members come together for inspiring speakers, educational content, and numerous opportunities to network with municipal colleagues and vendors.

The conference typically draws between 130 and 160 delegates, but with this

year's event being virtual, we are expecting a small decline in numbers.

## What is the theme of the 2021 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 importance of professional development for Alberta's municipal leaders.

## Does LGAA offer sponsorship options for other events?

Yes, in addition to our annual conference we host webinars and regional meetings. If you are interested in sponsoring events outside of our conference, please contact us at [info@lgaab.ca](mailto:info@lgaab.ca).

**For questions or to sponsor the 2021 Conference, please contact:**

Mike Passey  
2021 Conference Sponsorship Coordinator  
Corporate Services Manager, Town of Edson  
Email: [mikep@edson.ca](mailto:mikep@edson.ca)

## LGAA 2021 Virtual Conference Partner Program Packages

	<b>Keynote Sponsor</b>	<b>Education Sponsor</b>	<b>Networking Sponsor</b>	<b>Triva Prize Sponsor</b>	<b>Door Prize Sponsor</b>	<b>Silver</b>
Opportunities available	2	3	2	1	1	Unlimited
Introduce the speaker	✓	-	-	-	-	-
Verbal recognition during welcoming and closing remarks	✓	-	-	-	-	-
Verbal recognition during sponsored session	✓	✓	✓	✓	✓	N/A
Advertising on Twitter & LinkedIn	✓	-	-	-	-	-
Logo in Conference program	✓	✓	✓	-	-	-
Logo appears on a rotational basis on home page of Conference app	✓	✓	✓	✓	✓	✓
Logo in Virtual Exhibitor Hall in Conference app*	✓	✓	✓	✓	✓	✓
Logo and website link on LGAA website for 2021	✓	✓	✓	✓	✓	✓
Complimentary registrations	3	2	2	1	1	-
Price	\$4,000	\$2,000	\$2,000	\$1,500	\$1,500	\$500

\*Sponsors can use their virtual exhibitor booth to post videos, contacts, and links to promotional material.