



2023

Partnership Opportunities



Local Government Administration Association
Strength Through Networking

Introduction

The Local Government Administration Association of Alberta (LGAA) is pleased to offer the following partnership opportunities for the 2023 year. Partnership opportunities are available for various LGAA events including:

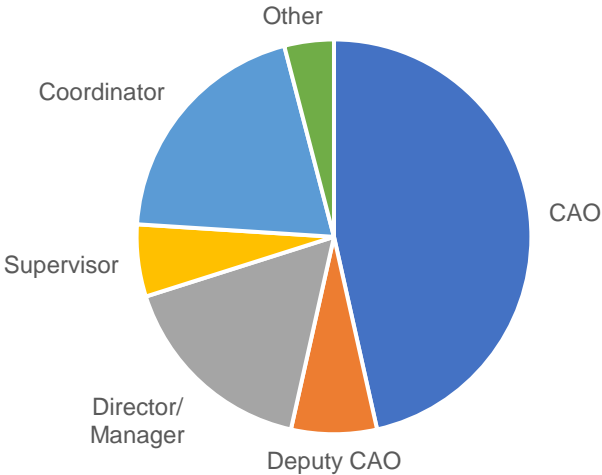
- Conference in Canmore on June 27-29, 2023
- Golf Tournament in Canmore on June 26, 2023
- Zone meetings on various dates and locations in October 2023
- Virtual workshops and webinars throughout the year

Who is LGAA?

The Local Government Administration Association (LGAA) supports municipal government administration in Alberta by providing leadership development, resources, and networking opportunities to facilitate connections and sharing of ideas.

Our growing membership currently stands at over 270 members representing expertise in all facets of municipal management and leadership. Our members primarily represent senior staff in both urban and rural municipal governments who have influence on policy and purchasing decisions that impact the future of Alberta’s communities.

LGAA Members by Job Position Category



Why partner with LGAA?

LGAA members work for municipalities across Alberta that collectively spend about \$5 billion per year.

- Increase awareness of your organization’s brand and services.
- In-person events provide an opportunity to network directly with Alberta’s municipal administrative leaders and decision-makers.
- Demonstrate your support of the professional development of Alberta’s municipal leaders.

What opportunities are available?

We offer various packages with different price points to suit your organization.

Purchase more than one package for the same event and receive 10% off the lower priced package.

Conference Partnership Opportunities

Date | June 27 – 29, 2023
Where | Coast Canmore Hotel and Conference Centre
 511 Bow Valley Trail, Canmore, AB

Our annual conference is our highlight event of the year where 150+ municipal administrators and stakeholders come together for 2½ days of inspiring speakers, educational sessions, and numerous opportunities to network with municipal administrators and organizations that serve the municipal sector. The 2023 Conference will feature a few changes such as moving the event to Canmore, adding a golf tournament, and offering different evening events.

2023 Conference Program at a Glance (subject to change)

Monday, June 26 (Pre-Conference)

9:30 am – 2:30 pm	Golf Tournament
To be determined	Guided hike / rafting
8:00 pm – 11:00 pm	Hospitality suite

Tuesday, June 27 (Day 1)

8:00 am – 9:00 am	Breakfast
9:00 am – 9:15 am	Welcome and Greetings
9:15 am – 10:15 am	Opening Keynote Speaker
10:15 am – 10:45 am	Refreshment & Networking Break
10:45 am – 11:45 am	Breakout Sessions
11:45 am – 12:30 pm	Lunch
12:30 pm – 1:30 pm	AGM, Awards, and Board Elections
1:30 pm – 3:00 pm	Group Discussions by Community Size
3:00 pm – 3:30 pm	Refreshment & Networking Break
3:30 pm – 4:30 pm	President's Panel
6:00 pm – 8:30 pm	Dinner on the Town
8:30 pm – 11:00 pm	Hospitality Suite

Wednesday, June 28 (Day 2)

8:00 am – 10:00 am	Breakfast in the Trade Show
10:00 am – 10:50 am	Breakout sessions
11:05 am – 11:30 am	Company showcase sessions
11:30 am – 1:15 pm	Lunch in the Trade Show
1:15 pm – 1:25 pm	Plenary
1:25 pm – 1:30 pm	Draw Prizes for Trade Show
1:45 pm – 4:15 pm	Breakout Workshops
6:00 pm – 11:00 pm	Dinner and Entertainment

Thursday, June 29 (Day 3)

8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	Plenary speakers
9:30 am – 10:30 am	A Conversation with Alberta Municipal Affairs
10:30 am – 10:45 am	Refreshment Break
10:45 am – 11:45 am	Closing Keynote Speaker
11:45 am – 12:00 pm	Prize Draws and Closing Remarks

Conference Sponsorship Benefits at a Glance

	Platinum	Gold	Silver	Bronze
Logo on LGAA's website for 2023 year	✓	✓	✓	✓
Logo displayed in the conference program	✓	✓	✓	✓
Logo and corporate name displayed in the conference mobile app	✓	✓	✓	✓
Logo loop displayed during various times of the conference	Full screen	1/2 screen	1/3 screen	-
Verbal recognition at the podium	✓	✓	✓	-
Distribute promotional material during the designated session	✓	Depending on the package		
Recognition on LinkedIn	✓	✓	-	-
Option to host a hospitality suite as an LGAA-sanctioned event	✓	-	-	-
One (1) article and logo featured in LGAA's e-newsletter	✓	-	-	-
Complimentary conference registrations	2	1	-	-

Summary of Conference Sponsorship Opportunities

Platinum	Delegate Luncheon	\$6,000
	Trade Show Luncheon	\$6,000
Gold	Keynote	\$4,000
	Dinner on the Town	\$3,000
	Company Showcase	\$3,000
	Breakfast	\$3,000
Silver	Refreshment Break	\$2,000
	Lanyard	\$2,000
	Mobile App	\$2,000
	Transportation	\$2,000
	Charging Station	\$1,500
Bronze	Banner	\$1,000
	General Supporter	\$750



Platinum Level

Platinum Level Benefits

- Two (2) complimentary conference registrations.
- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner’s page of LGAA’s website until December 31, 2023
 - Social media post on LinkedIn
 - Full-screen display during the lunch period
 - Full-screen looping display during various times of the conference
- Up to five (5) minutes to speak to delegates as a plenary address.
- Your organization is recognized by the emcee at the podium.
- Option to have one (1) article with logo published in LGAA’s e-newsletter to members.¹
- Option to distribute promotional materials during your sponsored session.²
- Option to host an LGAA-sanctioned hospitality suite.³
 - Option 1: June 26 – Off-site location with planning assistance from LGAA.
 - Option 2: June 27 – Orchid Room at the Coast Canmore Hotel.
 - Costs of the hospitality suite are the full responsibility of the sponsor.



Delegate Luncheon

\$6,000 (1 available – June 27)

Trade Show Luncheon

\$6,000 (1 available – June 28)

¹ Maximum of 200 words.

² Distribution of materials is the responsibility of the sponsor.

³ If a Platinum sponsor does not wish to host an LGAA-sanctioned hospitality suite, the option will be made available to the Gold level sponsors on a first-come first-serve basis.

Gold Level

Gold Level Benefits

- One (1) complimentary conference registration.
- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2023
 - Half-screen looping display during various times of the conference
 - Social media post on LinkedIn
- Your organization is recognized by the emcee at the podium.
- Additional benefits are listed under each sponsorship package (if applicable).

Keynote **\$4,000** (2 available)

- Introduce the opening or closing keynote speaker.



Dinner on the Town **\$3,000**

This event provides delegates the option to reserve a seat at one of several restaurants in Canmore and be matched with other delegates as an informal networking opportunity. In addition to the Gold Level benefits, the Dinner on the Town sponsor will receive:

- Option to have up to (4) representatives attend the dinners to engage with delegates in this small group setting. One representative will be assigned to each table/restaurant.⁴
- This opportunity is designed to offer direct engagement and relationship building with delegates but is not conducive to product or service demonstration.
- Transportation will be provided to each venue but sponsors and delegates are responsible for the cost of their own meal.

Company Showcase **\$3,000** (1 remaining)

- This sponsorship opportunity is designed for companies who want to promote or demonstrate a product or service.
- You receive a 25-minute breakout session on June 28 to present a product or service to delegates. Number of delegates will vary based on interest and room capacity (10-70 people).
- Promotional products must align with municipal government interests and are subject to approval by LGAA's Conference Committee.

Breakfast **\$3,000** (3 available)

- Option to distribute promotional materials during your sponsored breakfast.⁵
- Full-screen display of your logo during the breakfast.

⁴ The four representatives include the one complimentary conference registration plus three additional tickets to join the Dinner on the Town event. Each representative will be seated at a separate table of delegates.

⁵ Distribution of materials is the responsibility of the sponsor.

Silver Level

Silver Level Benefits

- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2023
 - One-third screen looping display during various times of the conference
- Your organization is recognized by the emcee at the podium.
- Additional benefits are listed below under each sponsorship package (if applicable).

Refreshment Break **\$2,000** (2 remaining)

- Your logo is displayed at the coffee station.

SOLD

Lanyard **\$2,000**

- Your logo is displayed on the lanyard that each delegate receives to display their nametag.

SOLD

Mobile App **\$2,000**

- A mobile application that will be used by all delegates to access the agenda and information during the conference.
- Your logo is displayed on the main page of the app.

Transportation **\$2,000**

- Sponsor the bus service that will be used to transport delegates to some pre-conference activities and the Dinner on the Town event.
- Your logo is displayed on signage at the bus pickup location.

SOLD

Charging Station **\$1,500**

- Your logo is displayed on a portable charging port that delegates can take to their table to charge their mobile device.

Bronze Level

Banner **\$1,000** (2 remaining)

- Display a standup banner in a public area of the conference venue for the duration of the conference.

General Supporter **\$750**

- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2023

To learn more about LGAA's 2023 Conference, please [visit our website](#).

Golf Tournament Partnership Opportunities

Date | June 26, 2023
Where | Silvertip Resort
2000 Silvertip Trail, Canmore, AB

LGAA is pleased to offer a new experience as part of our annual conference by hosting a golf tournament at the stunning [Silvertip Resort](#) golf course in Canmore. Held the day before the Conference, this golf tournament will involve a shotgun format that tees off at 9:30 a.m.

Golf Ball Sponsor **\$1,500**

- Your logo is featured on a sleeve of balls that is provided to each player.
- Your logo displayed at the registration table.
- Verbal recognition at the podium of the Conference.

SOLD

Cart Sponsor **\$1,500**

- Your logo is featured on a sign on each golf cart.
- Your logo displayed at the registration table.
- Verbal recognition at the podium of the Conference.

Prize Sponsor **\$1,000**

- Verbal recognition at the prize ceremony and podium of the Conference.
- Your logo displayed at the registration table.

Hole Sponsor – General Hole **\$500**

- Set up games, hand out swag, and interact with golfers while you showcase your brand.

SOLD

Hole Sponsor – Food & Beverage Hole **\$500 + the cost of food and beverage**

- Serve food and beverages between hole 9 and 10.
- Hand out swag, and interact with golfers while you showcase your brand.

Option for Sponsors to Golf

Due to a limited number of player spots, LGAA will be restricting player registration to LGAA members and municipal government employees until May 12, 2023. If spots remain open after May 12th, sponsors will have the option to register on a first-come, first-serve basis.



Other Partnership Opportunities

Zone Meetings

\$1,000 per meeting (5 available)

Each fall, LGAA hosts a full-day in-person meeting in each of LGAA's five [zones](#) across Alberta. The 2023 meetings will be held in partnership with the Alberta Rural Municipal Administrators' Association and are designed to offer a day of free networking and educational opportunities for Alberta's municipal administrators. Attendance typically ranges from 25-40 people per meeting.

- Ten (10) minute speaking opportunity and option to attend the full-day meeting.
- Your logo displayed on the meeting registration page and meeting agenda.
- Your logo displayed in LGAA's e-newsletter promotion of the meetings.

Virtual Events

\$1,000 per event

- Opportunity to introduce the event speaker and your logo is featured in the presentation.
- Your logo is displayed in LGAA's e-newsletter and website promotion of the event.



Local Government Administration Association
Strength Through Networking

How to Register as a Sponsor

Please contact LGAA's Executive Director, Darren Reedy, at:

darren@lgaa.ab.ca
825-733-8881

Did you know we also offer a Trade Show as part of our annual conference?

Visit our website for details and [book your table today!](#)

*Please note that LGAA does not share delegate lists or member lists with sponsors or any external organization.

Thank you to our 2022 Sponsors

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