



# AMO 2024

## Sponsorship Prospectus

August 18 - 21, 2024  
Shaw Centre and Westin Hotel, Ottawa

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## Why Sponsor

The Association of Municipalities of Ontario's (AMO) annual conference is a prime opportunity to connect with the municipal sector on all their business and service needs. The AMO Conference is your opportunity to meet directly with Ontario's municipal decision makers and a sector that contributes over \$60 billion annually to our province's economy.

AMO's members have a vital role in the economic prosperity and quality of life in communities across Ontario. The Annual Conference is your opportunity to support the sector in doing so. If you are thinking about sponsoring the conference, here are a few additional reasons to consider:

- AMO represents almost all of Ontario's 444 municipalities-our members all municipally elected officials.
- Almost 1 in 3 Canadians are a resident of an AMO member municipality.
- Ontario's municipal governments invest \$60 billion annually in important public services and infrastructure.
- Meet municipal councillors and senior municipal officials, the decision makers for municipal purchasing and investment, from every part of Ontario.
- AMO's membership is diverse and provides a wide range of services to communities across Ontario. (large urban, small urban, county, regional & single tier, northern and rural).

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## How Sponsorship Works

As an AMO Conference Sponsor, there are several ways to profile your business. Below, you will see all the available sponsorship opportunities. Trade show booths are not considered in sponsorship packages. Consider complimenting your sponsorship and increasing your profile through an exhibitor booth.

Deadline to confirm sponsorship: July 12, 2024

Contact Victoria van Veen to review and finalize your sponsorship.

Vvanveen@amo.on.ca

416-971-9856 ext. 315

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## AMO Conference Sponsorship

All Sponsors receive the following benefits:

- Recognition on the AMO website
- Recognition at the Conference
- Corporate biography and logo on the mobile app
- Recognition in the plenary hall sponsorship loop

Additional benefits are based on the level of sponsorship:

### **Premier: \$35,000 +**

Four Package A conference registrations  
Prime booth location (if purchased)  
Banner ad on the conference app  
Augmented app profile  
Promotional email to conference delegates

### **Collaborating: \$25,000 - \$30,000**

Four Package B conference registrations  
Prime booth location (if purchased)  
Banner ad on the conference app  
Augmented app profile

### **Fostering:**

**\$20,000 - \$24,999**

Three Package B conference registrations

### **Supporting:**

**\$15,000 - \$19,999**

Two Package B conference registrations

### **Contributing:**

**\$15,000 and under**

One Package B conference registration

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## Sponsorship Opportunities

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Not all AMO Sponsorships are exclusive. If you are interested in opportunities for exclusive sponsorship, contact Victoria van Veen.

### Speaking

#### **Plenary Hall Remarks - \$23,000**

5-minute speaking opportunity in the plenary program. Two available.

#### **Plenary Session - \$17,000**

Sponsor and introduce one of the keynotes or high-profile panel discussions.

**Connect with the AMO Board of Directors (Luncheon) - \$25,000**

The AMO Board holds a Conference “kick-off” lunch on Sunday, August 20. Your sponsorship gives you a seat at the President’s table, provides you with a 15-minute presentation to the Board (including a Q&A opportunity), introductions by the AMO President, and distribution of your promotional material to AMO Board members. This is an exclusive opportunity reserved for a Premier or Collaborating level sponsor.

**AMO President’s Reception - \$15,000**

Be a part of the AMO President’s reception on Tuesday, August 20 where you can meet with the Board of Directors and other distinguished guests. This sponsorship includes a five-minute opportunity to greet and address the guests. This is an exclusive opportunity, reserved for a Premier or Collaborating level sponsor.

**Lunch - \$17,000 (multiple available)**

A 20-minute speaking opportunity during lunch on Tuesday.

**AMO Caucus Luncheon - \$17,000**

A 15-minute speaking opportunity while delegates have lunch on Monday, August 19. Caucus choices are: Large Urban, Small Urban, County, Regional and Single Tier, Northern, Rural

**Breakfast - \$15,000 (multiple available)**

A 20-minute speaking opportunity during breakfast on Tuesday or Wednesday.

**Concurrent Session Moderator – \$10,000**

An opportunity to moderate one of the concurrent sessions. Participation is at the discretion of AMO to confirm alignment with the sponsor and session.

## Branding

**Kits - \$10,000 (\$20,000 for exclusivity)**

You’ll be placing your brand in the hands of over 1,800 attendees when you sponsor the bags that all attendees are given upon checking in to the conference.

**Lanyards - \$20,000**

You’ll have your brand next to every attendee at the Conference when you sponsor the delegates’ lanyards. This is an exclusive opportunity.

**Social Event - \$15,000 (\$25,000 for exclusivity)**

This event is a social and networking gathering held the final night of the conference. Sponsors will receive 2 event tickets and have 5 minutes for remarks.

**Conference App - \$15,000**

See your brand on the landing page of the app and be the most played banner ad on the app pages. This is an exclusive opportunity.

**Registration - \$15,000**

This is a prime branding opportunity. In addition to prominent recognition at registration, your logo will also be displayed on the conference registration page. This is an exclusive opportunity.

**Women's Networking Breakfast - \$15,000**

Sponsor, welcome delegates, and introduce the Women's Breakfast speakers. This is an exclusive opportunity.

**Youth Networking Breakfast - \$12,000**

Sponsor, welcome delegates, and introduce the Youth Breakfast speakers. This is an exclusive opportunity.

**Delegate's Lounge - \$13,000**

Create a comfortable area amid the conference, where delegates can meet, check messages, relax, and talk to your representatives on Sunday - Tuesday of the conference. Two opportunities – one at the Shaw Centre and the other at the Westin Hotel.

**Charging Station - \$10,000**

Through your sponsored Charging Station, attendees get to network and relax while charging their electronic devices. This sponsorship lets you brand the Charging Station giving you great visibility among attendees. This is an exclusive opportunity.

**Conference Hotel Key Cards - \$10,000 (two opportunities)**

Have your brand in front of every attendee at the host hotel by branding either the Westin Hotel or Fairmont Hotel key cards with your company logo and key message. This is an exclusive opportunity.

**Opening Reception - \$10,000 (\$20,000 for exclusivity)**

Set the tone of the conference by hosting the Opening Reception. All attendees converge to connect with colleagues they haven't seen in a while, meet new friends, and kick off the conference.

**Wrap Up Prize Draw - \$3,000+ cost of the prize**

See AMO delegates leaving happy with your wrap up prize draw.

**Conference Coffee Breaks - \$5,000**

Focus delegates attention with your sponsored coffee break and branding as they fill their cups to the brim.

**Your Idea Here - \$TBD**

Do you have a creative idea that you don't see listed here? Please contact us and we will work with you to bring it to life, offering great exposure at the AMO Conference.