



MUNICIPAL FINANCE
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MFOA ANNUAL CONFERENCE 2021 SPONSORSHIP OPPORTUNITIES

September 22 – 24, 2021



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MFOA's 2021 Annual Conference SPONSORSHIP OPPORTUNITIES

Target your company to Ontario's Municipal Finance Community!

Take advantage of the many high-profile opportunities that can increase your exposure and spotlight your products and services.

MFOA's sponsorship opportunities include all levels of involvement to organisations interested in working with decision makers in municipal finance. These packages are designed to offer tailored access to your market.

MFOA's 2021 Annual Conference and AGM sponsorship opportunities include:

- ✓ Access to key decision makers in municipal finance across Ontario
- ✓ Strong market positioning with thought leaders in the finance sector
- ✓ Opportunities for one-on-one meetings with your target market
- ✓ Customized marketing campaigns onsite

Customized Sponsorship:

MFOA also provides the option to develop customized sponsorship and exhibiting plans. Please call us to discuss these opportunities further. Contact Krista Klesch at 416-362-9001 x231.

THANK YOU! MFOA is pleased to offer all 2021 Corporate Sponsors and Annual Conference Exhibitors 10% saving on these sponsorship opportunities.

What Our Past Exhibitors have said:

"Best municipal conference by far."

"Our satisfaction is the abundance of traffic we get at this conference."

"This was another flawless, cream-of-the-crop trade show and conference."

"Great exposure in the municipality space."

Questions about sponsoring or exhibiting? Don't delay, opportunities are limited! For more information or to confirm your sponsorship or exhibiting space please contact:

Krista Klesch, Manager, Learning & Development 416-362-9001 x231 / krista@mfoa.on.ca



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MFOA's 2021 Annual Conference Sponsorship Options

***Note:** Ensuring the safety of our Staff, Board Members, Association Members, Sponsors, and Other Partners is the foremost priority of our leadership team. This priority is guiding our decision-making process as we respond to the COVID-19 pandemic. Should it be deemed that it is safe to hold an in-person conference, below outlines the inclusions. If we decide to hold a virtual conference, we will discuss custom online exposure opportunities with each conference sponsor.

Gala Dinner & Entertainment Sponsor **\$7,000**

- Logo in the annual conference program and all online and pre-conference promotions as the gala evening sponsor
- Signage at the gala dinner naming your organisation as title sponsor
- Head table reserved for your organisation at the front of the room
- Opportunity to welcome all delegates at the gala dinner
- Complimentary passes for up to four (4) staff to attend the gala evening
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

After Party Sponsor **SOLD**

- Logo in the annual conference program and all online and pre-conference promotions as the after party sponsor
- Signage at the after party naming your organisation as title sponsor
- Head table reserved for your organisation at the front of the room
- Opportunity to welcome all delegates at the after party
- Complimentary passes for up to two (2) staff to attend the gala evening
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Welcome Networking Reception Sponsor **\$3,000**

- Logo in the annual conference program and all online and pre-conference promotions as the welcome networking reception sponsor
- Signage at the reception naming your organization as title sponsor
- Complimentary passes for up to four (4) staff to attend the reception
- Opportunity to welcome all delegates and exhibitors to the conference
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President



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Luncheon Sponsor (2 available) \$3,000

- Logo in the annual conference program and all online pre-conference promotions as a sponsor
- Signage at the luncheon naming your organisation as title sponsor
- Table reserved for your organisation at a premium location in the room
- Opportunity to welcome all delegates at the luncheon
- Complimentary passes for up to two (2) staff to attend the luncheon
- The opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Gala Reception Sponsor \$3,000

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Signage at the gala reception naming your organisation as title sponsor
- Complimentary passes for up to four (4) staff to attend the reception
- Opportunity to welcome all delegates at the gala reception
- The opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Breakfast Sponsor (2 available) \$3,000

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Signage at the breakfast naming your organisation as title sponsor
- Table reserved for your organisation at premium location in the room
- Opportunity to welcome all delegates at the breakfast
- Complimentary passes for up to two (2) staff to attend the breakfast
- The opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Key Card Sponsor TBC

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Logo printed with MFOA's on all annual conference room keys for all attendees
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President



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Keynote Speaker Sponsor (2 available) \$2,500

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Signage at the plenary session naming your organisation as sponsor for the keynote speaker
- Opportunity to introduce and welcome the Key Note Speaker at the conference
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Photo Booth Sponsor TBC

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Signage in the gala dinner room naming your organisation as sponsor of the booth
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President
- Customized corporate logo on the photo booth (at sponsor's expense)
- Post event: Logo and acknowledgement on MFOA's website for promotion of photos

Refreshment Break Sponsor (3 available) \$1,200

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Signage on the refreshment tables naming your organisation as sponsor
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Water Cooler Sponsor \$1,000

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Signage on the water cooler in the exhibit hall naming your organisation as sponsor
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Charging Station Sponsor TBC

- Logo in the annual conference program and all online and pre-conference promotions as a sponsor
- Opportunity to include corporate promotional material in the virtual delegate kits
- Signage in charging station area naming your organisation as sponsor
- Optional customized corporate branding on charging station (at sponsor's expense)
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Build Your Own Package TBC

- MFOA provides the option to create customized sponsorship and exhibiting plans. Contact Krista Klesch at 416-362-9001 x231 or krista@mfoa.on.ca.



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Advertising Sponsorships

Platinum Advertising Sponsor \$4,000

- **Full page colour ad** in the annual conference brochure (opportunity to invite attendees to visit your booth)
- Platinum sponsorship acknowledgement using your corporate logo in the annual conference brochure, all online and pre-conference promotions, and on the conference website
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Gold Advertising Sponsor \$2,000

- **Half page colour ad** in the annual conference brochure (opportunity to invite attendees to visit your booth)
- Gold sponsorship acknowledgement using your corporate logo in the annual conference brochure, all online and pre-conference promotions, and on the conference website
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Silver Advertising Sponsor \$1,000

- **Quarter page colour ad** in the annual conference brochure (opportunity to invite attendees to visit your booth)
- Silver sponsorship acknowledgement using your corporate logo in the annual conference brochure, all online and pre-conference promotions, and on the conference website
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President

Bronze Advertising Sponsor \$500

- **Business card size colour ad** in the annual conference brochure (opportunity to invite attendees to visit your booth)
- Bronze sponsorship acknowledgement using your corporate logo in the annual conference brochure, all online and pre-conference promotions, and on the conference website
- Opportunity to include corporate promotional material in the virtual delegate kits
- Official acknowledgement of your sponsorship during the conference from MFOA's President



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Terms and Conditions:

MFOA’s Annual Conference Sponsorship is valid for the 2021 Annual Conference on September 22 - 24. Any additional services outside of this plan will be treated as custom and be charged appropriately.

Name:	
Title:	
Company:	
Telephone:	Email:
Key Contact:	Signature:

*Note: Sponsorship agreement is deemed to be effective upon receipt of full payment.

Select the Annual Conference Sponsorship Plan:

(Please check one)

- Gala Dinner & Entertainment Sponsor \$7,000
- Welcome Reception Sponsor \$3,000
- Gala Reception Sponsor \$3,000
- Key Card Sponsor TBC
- Photo Booth Sponsor TBC
- Water Cooler Sponsor \$1,000
- Platinum Advertising Sponsor \$4,000
- Silver Advertising Sponsor \$1,000
- After Party Sponsor **SOLD!**
- Luncheon Sponsor \$3,000
- Breakfast Sponsor \$3,000
- Key Note Speaker Sponsor \$2,500
- Refreshment Break Sponsor \$1,200
- Charging Station Sponsor TBC
- Gold Advertising Sponsor \$2,000
- Bronze Advertising Sponsor \$500

FOR all Sponsorship levels: please provide a high resolution logo in pdf and eps, as well as a brief company description.

Method of Payment:

- Please send invoice
- Cheque Enclosed (payable to The Municipal Finance Officers’ Association of Ontario)

Questions? Please contact Krista Klesch, Manager, Learning & Development at 416-362-9001 x231 or by email: krista@mfoa.on.ca



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