

2023

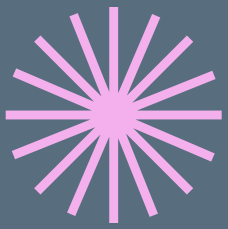
PARTNERSHIP OPPORTUNITIES



Taking Charge of Change
GFOA ALBERTA CONFERENCE

MAY 14 | 15 | 16 | 17 Banff, Alberta





PARTNERSHIP OPPORTUNITIES



The Government Finance Officers Association – GFOA Alberta is a professional association of Finance Officers focused on Municipal finance issues. The Association is directed by a volunteer Executive Board, three volunteer Task Forces, an Executive Director and Executive Administrator.

WHAT WE DO

Promote excellence in local government through the support and development of financial professionals by providing professional development and education programs and networking opportunities for our members.

OUR MEMBERS

We have over 1,100 members and they represent 190 Municipalities and other related entities throughout the province of Alberta.

WHY SPONSOR?

Sponsorship provides an opportunity to engage with local government finance professionals and decision-makers from across the province. The annual conference offers sponsors an opportunity to network directly with 200-300 members in-person.

Year-long professional development webinars and workshops provide sponsors with an opportunity to present as subject matter experts on processes, skills, and technology. Exposure to over 1,100+ monthly newsletter subscribers

**GFOA reserves the right to assign or reassign sponsorship recognition after the contract is signed if it is necessary.*

BENEFITS OF SPONSORSHIP

GFOA's sponsorship opportunities allow you to reach all GFOA attendees and members. Whether you have a specific training in mind or want to contribute an article, there is something for everyone.

TO BECOME A SPONSOR

Choose the level of sponsorship that best suits your organization:

Diamond, Gold, Silver, Bronze, Breaks

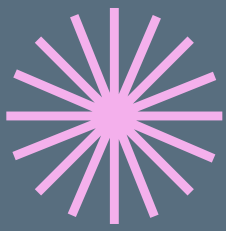
2023 ANNUAL CONFERENCE

Taking Charge of Change

MAY 14-17 in Banff, Alberta

Our annual conference is a popular event that includes a variety of plenary speakers, professional development sessions, exhibitors, and networking events for our attendees.





SPONSORSHIP

All Year Long



Benefits all year-long through events, information sharing, and education to provide opportunities beyond the annual conference including online professional development events.

TITLE SPONSOR SOLD

Named as Title Sponsor for the event and inclusion of logo on all event materials

Speaking opportunity - Welcome Reception Host & Sponsor - Annual Benefits

DIAMOND SPONSOR \$20,000

Featured as an E-Monthly Newsletter Sponsor
(2x per year)

Logo and company information are featured prominently on the GFOA website.

The opportunity to introduce GFOA live webinars throughout the year (2x per year)

Articles and logos in the monthly newsletter

Regular sponsor recognitions on GFOA social media platforms

GOLD SPONSOR \$10,000

Featured as an E-Monthly Newsletter Sponsor
(1x per year)

Logo and company information are featured prominently on the GFOA website.

The opportunity to introduce GFOA live webinars throughout the year

Articles and logos in the monthly newsletter.

Regular sponsor recognitions on GFOA social media platforms.

DIAMOND BENEFITS AT THE CONFERENCE

Exhibitor space at the Conference Tradeshow

(4) Conference Delegate Registrations

Recognition on the WHOVA event APP

Opportunity to submit a Sponsor Breakout

Speaker form to be considered for a session speaking spot.

Host an official Sponsor Delegate reception.

Opportunity to introduce one of the Keynote Speakers.

Banner displayed in Conference space.

Verbal acknowledgment during the Conference.

Frames of content on the conference slideshow.

DIAMOND Sponsor recognition" in all event promo and e-mail campaigns to 1,100+ contacts.

GOLD BENEFITS AT THE CONFERENCE

Exhibitor space at the Alberta Conference Tradeshow at no additional cost

(2) Conference Delegate Registrations

Recognition on the conference event APP

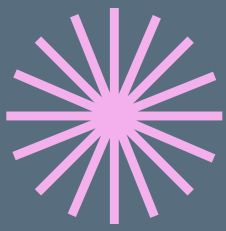
Opportunity to submit a Sponsor Breakout

Speaker form to be considered for a session speaking spot.

Verbal acknowledgment during the Conference.

Frames of content for the conference ongoing slideshow display.

GOLD Sponsor recognition" in all event promo and e-mail campaigns to 1,100+ contacts.



SPONSORSHIP

All Year Long



Benefits all year-long through events, information sharing, and education to provide opportunities beyond the annual conference including PD events across the Province.

SILVER SPONSOR \$7,500

Featured as an E-Monthly Newsletter Sponsor (1x per year)

Logo and company information are featured prominently on the GFOA website.

Articles and logos in the monthly newsletter

Regular sponsor recognitions on GFOA social media platforms

SILVER BENEFITS AT THE CONFERENCE

Exhibitor space at the Alberta Conference

Tradeshow at a 75% discount

Verbal acknowledgment during the Conference.

Logo loop on the conference slideshow display.

Silver Sponsor recognition" in event promo and e-mail campaigns to 1,100+ contacts.

BRONZE SPONSOR \$5,000

Featured as an E-Monthly Newsletter Sponsor

Logo and company information are featured prominently on the GFOA website.

Articles and logos in the monthly newsletter.

Regular sponsor recognitions on GFOA social media platforms.

BRONZE BENEFITS AT THE CONFERENCE

Exhibitor space at the Alberta Conference

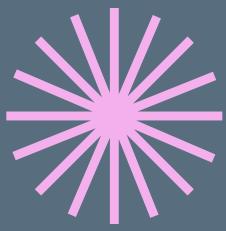
Tradeshow at a 50% discount

Verbal acknowledgment during the Conference.

Logo loop on the conference slideshow display.

Bronze Sponsor recognition" in event promo and e-mail campaigns to 1,100+ contacts.





SPONSORSHIP

Event Specific



REGISTRATION \$5,000 [Exclusive]

Your logo will be featured on the online registration page, highlighted at the registration desk on-site and verbally acknowledged during the event.

LUNCH SPONSOR \$3,500 [2 available]

Your company's logo can be displayed on buffet table, the conference slideshow display and verbally acknowledged during the event.

BREAKFAST SPONSOR \$2,500 [3 available]

Your company's logo can be displayed on buffet table and on the conference slideshow display.

BANNERS \$2,500

Your company's banner can be displayed in the public space of the hotel, limit 1 per company.

COFFEE BREAK SPONSOR \$2,000 [5 available]

Your company's logo can be displayed on buffet table and on the conference slideshow display.

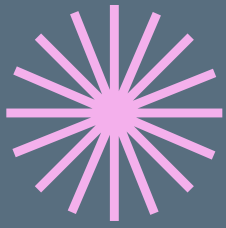
SWAG BAG SPONSOR [In-Kind]

Add your company branded swag to the delegate bags.

Min. quantity 300

sheila@morcommpr.com for more info





SPONSORSHIP

Golf Tournament



GOLF BALL SPONSOR \$2,500 [Exclusive]

Your company logo on golf balls that will be handed out to the golfers. Brand exposure on course signage at the event.

SOLD

REGISTRATION \$1,500 [Exclusive]

Your logo will be featured on the online registration page, highlighted at the registration desk on-site and on course signage.

CART SPONSOR \$1,200 [2 available]

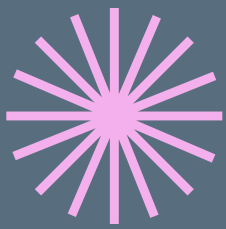
Your company's logo can be displayed on one golf cart [per foursome] and on course signage.

HOLE SPONSOR \$500 [18 available]

Host a hole at the GFOA Golf Tournament. Set up games, serve refreshments and interact with golfers while you showcase your brand.

**Limited Drink holes available*





PARTNERSHIP THANK YOU



THANK YOU TO OUR 2022 *SPONSORS*

TITLE SPONSOR

Hobson Chahal Advisory Group,
CIBC - Wood Gundy

DIAMOND SPONSOR

Rob Gray Asset Management - Scotia Wealth

GOLD SPONSORS

Canoe Procurement
CIBC Commercial
Serenic Software
Servus Credit Union

SILVER SPONSORS

CPA
Metrix Group

BRONZE SPONSORS

TownSuite
Alberta Municipalities
Deloitte

LUNCH SPONSOR

Bloom

BREAKFAST SPONSOR

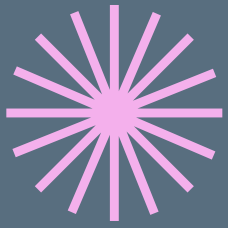
Tantus

BREAK SPONSORS

RRMF
Brownlee LLP
MNP

THANK YOU TO OUR 2022 *EXHIBITORS*

Hobson Chahal Advisory Group Wood Gundy
Rob Gray Asset Management - Scotia Wealth
CIBC Commercial
CPA
PSD Citywide Inc.
AB Municipalities
Municipal 360
Tantus Solutions Group Inc
Servus Credit Union
Kinetic GPO
Questica & eCivis
GrantMatch Corp
Serenic Software
Canoe Procurement
Canadian Western Bank
Option Pay
Agilyx
Townsuite
BDO Canada
CentralSquare Technologies
Metrix Group
Trinus
Johnson Controls
Catalis (Munisight)
ATB Business Solutions
Municipal Affairs
Integrated Benefits



What We Heard

THANK YOU



"I was extremely impressed by the lineup of speakers this year. Very relevant and thought provoking."

"Always enjoy the keynote speakers and the economic update from the top CIBC investment advisors"

*"I liked the exhibitors, networking and information.
Would like more icebreakers"*

"Well organized event - loved the event app!"

"The Economic report from scotiabank was a valuable takeaway"

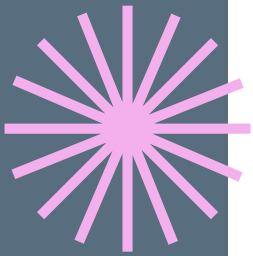
"Roy Pogorzelski was very interesting. Had a lot of facts but kept us entertained."

"Loved the hospitality suite and the cIBC reception- extremely organized event"

"As this was the second GFOA Conference I attended, I was very pleased with the conference."

"More tradeshow time for attendees would be good. Also, do not think the tradeshow needs to be 2.5 days long."

"The structure was good, breaks between sessions were good."



Trade Show Exhibitor

Investment \$2,600

Overall Conference Benefits

- Feature your company's products and services at the annual conference.
- Participation in the conference (keynote speakers, etc.)
- Learn about the municipal decision-making processes.
- Connect with delegates using the WHOVA app.


Included in your exhibitor fees are:

- All meals, including the Gala dinner, for **two** representatives.
- Networking with all delegates.
- Invitation to Sponsors and Exhibitors appreciation reception.
- An exhibitor layout will be sent to those that are interested, with a typical booth being '8 deep x 10' wide.

Opportunity to purchase additional registration and gala tickets at member rates.

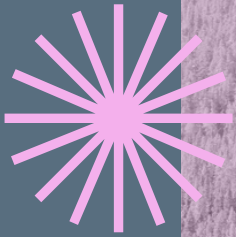
Lead Generation

TOTAL NUMBER OF
LEADS GENERATED

2,946

at the **2022 Conference**





For more information:



www.gfoa.ab.ca



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