

MNL SYMPOSIUM SPONSORSHIP PACKAGE



Bradley Power, Director of Programs

MNL HEADQUARTERS 79 Mews Place, St. John's, NL A1B 4N2

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INTRODUCTION

The 2021 Municipalities Newfoundland and Labrador Symposium and 2020 Annual General Meeting is being held virtually on the Zoom platform and YouTube on May 6-8, 2021. The event will be held live at the sound stage at Eastern Audio in downtown St. John's, and at the MNL office at 79 Mews Place. Participants can enjoy the sights and sounds of this event from the comfort of their own home, office or local coffee shop.

Event Overview

The MNL Symposium is the second largest annual gathering of municipal elected officials and municipal staff in the province. The event, which is being held virtually due to the COVID-19 pandemic, will bring together over 200 Mayors, Deputy Mayors, Councillors, CAOs, Town Managers/Clerks and others. They will participate in over 20 sessions and 15 hours of presentations, discussions, panels and other educational and networking opportunities. That content will be recorded and will be hosted On Demand at http://mnl_symposium.ca for 30 days following the live event.

Target Audience

Approximately 200 elected officials and municipal staff will be in attendance, including Mayors, Deputy Mayors, Councillors, CAOs, Town Managers/Clerk and many others. They will represent over 150 municipalities from all across Newfoundland and Labrador, including communities with a population of 5 to 105,000. There will be a cross reference of every type of municipality in the province.

Sponsor Value Statement

As a sponsor, you add a lot of value to our event. Your contribution helps pay for equipment, book amazing speakers, and otherwise ensure our event has the resources it needs to succeed. However, our job is to give that value right back to you in terms of a return on your investment and exposure to our members. By working with us, you will get access to the municipal sector and key decision makers. There is no other event like it in Newfoundland and Labrador.

SPONSORSHIP OPPORTUNITIES

In the following tables you will see the various sponsorship and advertising opportunities that exist for the MNL Symposium this year. Feel free to sign up for one of the pre-developed opportunities listed below or reach out for a customized approach specific to your needs and desires.

COST	TYPE OF SPONSORSHIP	AVAILABLE
\$4,500	<p data-bbox="317 245 655 277">Elite Sponsorship Package</p> <p data-bbox="317 285 1234 318">This sponsorship package is the highest tier sponsorship for this event:</p> <ul data-bbox="369 326 1692 898" style="list-style-type: none"> <li data-bbox="369 326 1045 358">- Pre-symposium email blast to registered delegates. <li data-bbox="369 367 1654 431">- Presentation to delegates up to sixty (60) minutes in duration connecting you directly with MNL members. <li data-bbox="369 440 1692 505">- Welcome message to delegates up to a maximum of five (5) minutes in duration to be played once each day. <li data-bbox="369 513 1654 578">- Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc. <li data-bbox="369 586 1192 618">- Public recognition on all press releases and announcements. <li data-bbox="369 626 1650 691">- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and sponsor card in delegate kits. <li data-bbox="369 699 1192 732">- Social Media Shout Outs (Facebook, Twitter and Instagram). <li data-bbox="369 740 877 773">- Up to twelve (12) Full Access Passes <li data-bbox="369 781 680 813">- Website Banner Ads <li data-bbox="369 821 1094 854">- Post-symposium email blast to registered delegates. <li data-bbox="369 862 380 894">- 	2
\$3,500	<p data-bbox="317 911 701 943">Premier Sponsorship Package</p> <p data-bbox="317 951 1171 984">This sponsorship package is the second highest tier for this event:</p> <ul data-bbox="369 992 1692 1450" style="list-style-type: none"> <li data-bbox="369 992 1667 1057">- Presentation to delegates up to thirty (30) minutes in duration connecting you directly with MNL members. <li data-bbox="369 1065 1692 1130">- Welcome message to delegates up to a maximum of five (5) minutes in duration to be played once each day. <li data-bbox="369 1138 1654 1203">- Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc. <li data-bbox="369 1211 1192 1243">- Public recognition on all press releases and announcements. <li data-bbox="369 1252 1650 1317">- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and sponsor card in delegate kits. <li data-bbox="369 1325 1192 1357">- Social Media Shout Outs (Facebook, Twitter and Instagram). <li data-bbox="369 1365 852 1398">- Up to nine (10) Full Access Passes <li data-bbox="369 1406 1094 1438">- Post-symposium email blast to registered delegates. 	4

\$2,500	Diamond Sponsorship Package	6
<p>This sponsorship package includes all the benefits of a Gold Sponsorship with at additional benefits and more time for your message to delegates:</p> <ul style="list-style-type: none"> - Welcome message to delegates up to a maximum of five (5) minutes in duration to be played once each day. - Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc. - Public recognition on all press releases and announcements. - Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and sponsor card in delegate kits. - Social Media Shout Outs (Facebook, Twitter and Instagram). - Up to nine (8) Full Access Passes - Post-symposium email blast to registered delegates. - 		
\$1,500	Gold Sponsorship Package	10
<ul style="list-style-type: none"> - Welcome message to delegates up to a maximum of two (2) minutes in duration to be played once each day. - Public recognition on all press releases and announcements. - Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and sponsor card in delegate kits. - Social Media Shout Outs (Facebook, Twitter and Instagram). - Up to six (6) Full Access Passes - Post-symposium email blast to registered delegates. 		
\$1,000	Silver Sponsorship Package	10
<ul style="list-style-type: none"> - Public recognition on all press releases and announcements. - Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and sponsor card in delegate kits. - Social Media Shout Outs (Facebook, Twitter and Instagram). - Up to six (4) Full Access Passes - Post-symposium email blast to registered delegates. 		

Other Sponsorship Opportunities

COST	TYPE OF OTHER OPPORTUNITY	AVAILABLE
\$5,000	Presenting Sponsor	1
\$1,500	Entertainment Sponsor	2
\$1,000	Networking Sponsor	3
\$1,000 (per day)	Breakout Room Sponsor	6
\$2,000	Keynote Speaker Sponsor	2
\$1,000 plus the cost of gift	Post Conference Gift Sponsor	1
N/A	Furniture Sponsor	1

General Advertising Opportunities

COST	ADVERTISING OPPORTUNITIES	AVAILABLE
\$250 (per day)	Website Banner Ads (up to 20 impressions per day)	10
\$500 (per day)	On-Screen Video Ads (Up to 5 impressions per day, up to 60 second in length each)	10

Maximize Your Benefits with An Annual MNL Sponsorship

If you are a new sponsor, you could be eligible for discounted sponsorship opportunities at future MNL events. Similarly, if you're a recurring sponsor, we will work with you to ensure you get added value for little-to-no increase in your annual contribution. Reach out to MNL for more information or to avail of a one-time 10% discount on a 2021 MNL Conference and Trade Show sponsorship if you sign up now (pay later)!

Purchasing Process

If you are interested in one of the sponsorship or advertising opportunities contained in this document, please complete the following form which will be considered a contract between you, your organization and Municipalities Newfoundland and Labrador.