



SPONSORSHIP PACKAGE

2022 Municipal Symposium
May 5-7, 2022
Gander, NL

TABLE OF CONTENTS

INTRODUCTION	2
Event Overview	2
Target Audience	2
Sponsor Value Statement	2
SPONSORSHIP OPPORTUNITIES.....	3
TYPE OF SPONSORSHIP.....	3
Elite Sponsorship Package	3
Premier Sponsorship Package	3
Diamond Sponsorship Package	3
Gold Sponsorship Package	4
Silver Sponsorship Package	4
Other Sponsorship Opportunities	4
Presenting Sponsor.....	4
Entertainment Sponsor	4
Keynote Speaker Sponsor.....	4
Maximize Your Benefits with An Annual MNL Sponsorship	4

INTRODUCTION

The Municipal Symposium is hosted annually by Municipalities Newfoundland and Labrador (MNL). In 2022, the event will be delivered both in-person and virtually in the Town of Gander.

Event Overview

The Municipal Symposium is the second largest annual gathering of municipal elected officials and municipal staff in the province. As in previous years, the event is being held at the Quality Inn in Gander on May 5-7, 2022. This event will bring together over 250 Mayors, Deputy Mayors, Councillors, CAOs, Town Managers/Clerks and others. They will participate in over 20 sessions and approximately 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://mnlSYMPOSIUM.ca> for 30 days following the live event.

Target Audience

Approximately 250 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 100 municipalities from across Newfoundland and Labrador, including communities with a population of 5 to 100,000.

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 the spring in Newfoundland and Labrador.

SPONSORSHIP OPPORTUNITIES

In the following tables you will see the various sponsorship and advertising opportunities that exist for the Municipal Symposium this year.

COST	TYPE OF SPONSORSHIP	AVAILABLE
\$5,000	Elite Sponsorship Package <ul style="list-style-type: none"> - Pre-symposium email blast to registered delegates. - Full page ad (inside front or back cover) in the printed event guide. - Access to a table at the Sponsor Showcase. - Presentation to delegates up to sixty (60) minutes in duration connecting you directly with MNL members, or a keynote address at a luncheon. - 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, and MNL symposium website. - Social Media Shout Outs (Facebook, Twitter and Instagram). - Up to six (6) complimentary registrations. - Post-symposium email blast to registered delegates. 	2
\$4,500	Premier Sponsorship Package <ul style="list-style-type: none"> - Pre-symposium email blast to registered delegates. - Full page ad in the printed event guide. - Access to a table at the Sponsor Showcase. - Presentation to delegates up to sixty (60) minutes in duration connecting you directly with MNL members. - 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, and MNL symposium website. - Social Media Shout Outs (Facebook, Twitter and Instagram). - Up to four (4) complimentary registrations. - Post-symposium email blast to registered delegates. 	4
\$3,500	Diamond Sponsorship Package <ul style="list-style-type: none"> - Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc. - Half page ad in the printed event guide. 	6

	<ul style="list-style-type: none"> Acknowledgement as a nutrition break host. - Public recognition on all press releases and announcements. - Corporate logo placement on all printed materials, sponsor rolls, and MNL symposium website. - Social Media Shout Outs (Facebook, Twitter and Instagram). - Up to three (3) complimentary registrations. - Post-symposium email blast to registered delegates. 	
\$2,500	Gold Sponsorship Package	10
	<ul style="list-style-type: none"> - Public recognition on all press releases and announcements. - Quarter page ad in the printed event guide. - 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 two (2) complimentary registrations. - Post-symposium email blast to registered delegates. 	
\$1,500	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, and MNL symposium website. - Social Media Shout Outs (Facebook, Twitter and Instagram). - One (1) complimentary registration. 	

Other Sponsorship Opportunities

COST	TYPE OF OTHER OPPORTUNITY	AVAILABLE
\$10,000	Presenting Sponsor	1
\$2,500	Entertainment Sponsor	2
\$2,000	Keynote Speaker Sponsor	2

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 2022 Municipal Symposium if you sign up now (pay later)!

Purchasing Process

If you are interested in purchasing one of the sponsorship opportunities outlined in this document, please email bpower@municipalnl.ca or call 709-753-6820. You will then receive a draft agreement for your consideration. Once the agreement is signed, the purchasing process is complete. MNL will then work with you to deliver on the agreement.