



**2023 Municipal Symposium  
Sponsorship Package**

# TABLE OF CONTENTS

EVENT OVERVIEW .....	2
Target Audience.....	2
SPONSOR VALUE STATEMENT .....	2
SPONSORSHIP OPPORTUNITIES.....	2
Purchasing Process .....	2
TYPE OF SPONSORSHIP .....	3
Elite Sponsorship Package/Luncheon .....	3
Premier Sponsorship Package.....	3
Diamond Sponsorship Package/Nutrition Break.....	3
Gold Sponsorship Package .....	4
Silver Sponsorship Package.....	4
Other Sponsorship Opportunities.....	4
Entertainment Sponsor .....	4
Networking Sponsor.....	4
Breakout Room Sponsor .....	4
Keynote Speaker Sponsor .....	4
Conference Gift Sponsor .....	4
Furniture Sponsor .....	4
MAXIMIZE YOUR BENEFITS WITH AN ANNUAL MNL SPONSORSHIP .....	4
SPONSORSHIP CONTACT .....	4

## EVENT OVERVIEW

The annual Municipalities Newfoundland and Labrador Symposium is the second largest annual gathering of municipal elected officials and municipal staff in the province. The event, which is being held in Gander on May 4-6, 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.

### Target Audience

Approximately 200 elected officials and municipal staff will be in attendance. They will represent over 150 municipalities from all across Newfoundland and Labrador, including communities with a population from 5 to 105,000.

## 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 Newfoundland and Labrador.

## SPONSORSHIP OPPORTUNITIES

On the following page 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. There are limited opportunities available under each sponsorship category. We look forward to your consideration.

### Purchasing Process

If you are interested in one of the sponsorship opportunities in this document, please complete the form on MNL's website located at <https://municipalnl.ca/2023-municipal-symposium/sponsorship-information/> or call Bradley Power, MNL's Director of Programs, at 709-753-6820 | [bpower@municipalnl.ca](mailto:bpower@municipalnl.ca). You can pay for your sponsorship via cheque or credit card. Credit card payments may be subject to additional fees.

COST	TYPE OF SPONSORSHIP	AVAILABLE
\$4,500	<p data-bbox="272 289 1187 321"><b>Elite Sponsorship Package/Luncheon</b></p> <p data-bbox="272 289 1187 321">This sponsorship package is the highest tier sponsorship for this event:</p> <ul data-bbox="321 327 1276 827" style="list-style-type: none"> <li data-bbox="321 327 1032 359">- Pre-symposium email blast to registered delegates.</li> <li data-bbox="321 365 1166 438">- Presentation to delegates up to sixty (60) minutes in duration connecting you directly with MNL members.</li> <li data-bbox="321 445 1252 554">- Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li data-bbox="321 560 1149 592">- Public recognition on all press releases and announcements.</li> <li data-bbox="321 598 1276 672">- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and in delegate kits.</li> <li data-bbox="321 678 1146 709">- Social Media Shout Outs (Facebook, Twitter and Instagram).</li> <li data-bbox="321 716 927 747">- Access to a table at the Sponsor Showcase.</li> <li data-bbox="321 753 1276 785">- Up to six (6) registrations and access to hotel rooms in the MNL block.</li> <li data-bbox="321 791 1045 823">- Post-symposium email blast to registered delegates.</li> </ul>	2
\$3,500	<p data-bbox="272 877 654 909"><b>Premier Sponsorship Package</b></p> <p data-bbox="272 915 1187 947">This sponsorship package is the highest tier sponsorship for this event:</p> <ul data-bbox="321 953 1276 1453" style="list-style-type: none"> <li data-bbox="321 953 1032 984">- Pre-symposium email blast to registered delegates.</li> <li data-bbox="321 991 1179 1064">- Presentation to delegates up to thirty (30) minutes in duration connecting you directly with MNL members.</li> <li data-bbox="321 1071 1252 1180">- Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li data-bbox="321 1186 1149 1218">- Public recognition on all press releases and announcements.</li> <li data-bbox="321 1224 1276 1297">- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and in delegate kits.</li> <li data-bbox="321 1304 1146 1335">- Social Media Shout Outs (Facebook, Twitter and Instagram).</li> <li data-bbox="321 1341 927 1373">- Access to a table at the Sponsor Showcase.</li> <li data-bbox="321 1379 1276 1411">- Up to six (6) registrations and access to hotel rooms in the MNL block.</li> <li data-bbox="321 1417 1045 1449">- Post-symposium email blast to registered delegates.</li> </ul>	4
\$2,500	<p data-bbox="272 1507 878 1539"><b>Diamond Sponsorship Package/Nutrition Break</b></p> <p data-bbox="272 1545 1187 1577">This sponsorship package is the highest tier sponsorship for this event:</p> <ul data-bbox="321 1583 1276 1873" style="list-style-type: none"> <li data-bbox="321 1583 1252 1692">- Custom email blast during the symposium to registered delegates highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li data-bbox="321 1698 1149 1730">- Public recognition on all press releases and announcements.</li> <li data-bbox="321 1736 1276 1810">- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and in delegate kits.</li> <li data-bbox="321 1816 1146 1848">- Social Media Shout Outs (Facebook, Twitter and Instagram).</li> <li data-bbox="321 1854 927 1885">- Access to a table at the Sponsor Showcase.</li> </ul>	6

	<ul style="list-style-type: none"> <li>- Up to four (4) registrations and access to hotel rooms in the MNL block.</li> </ul>	
\$1,500	<b>Gold Sponsorship Package</b> This sponsorship package is the highest tier sponsorship for this event: <ul style="list-style-type: none"> <li>- Public recognition on all press releases and announcements.</li> <li>- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and in delegate kits.</li> <li>- Social Media Shout Outs (Facebook, Twitter and Instagram).</li> <li>- Up to two (2) registrations and access to hotel rooms in the MNL block.</li> </ul>	10
\$1,000	<b>Silver Sponsorship Package</b> <ul style="list-style-type: none"> <li>- Corporate logo placement on all printed materials, sponsor rolls, MNL symposium website, and sponsor card in delegate kits.</li> <li>- Social Media Shout Outs (Facebook, Twitter and Instagram).</li> </ul>	10

### Other Sponsorship Opportunities

COST	TYPE OF OTHER OPPORTUNITY	AVAILABLE
\$1,500	Entertainment Sponsor	2
\$1,500	Networking Sponsor	3
\$1,000 (per day)	Breakout Room Sponsor	6
\$2,000	Keynote Speaker Sponsor	2
\$1,000 plus the cost of gift	Conference Gift Sponsor	1
\$1,000 in-kind	Furniture Sponsor	1

## 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.

## SPONSORSHIP CONTACT

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709-753-6820

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