



Municipalities

Newfoundland and Labrador



SPONSORSHIP BENEFIT PACKAGE

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About MNL

Municipalities Newfoundland and Labrador (MNL) is a membership-based, non-profit organization representing the province's incorporated municipalities. MNL exists to support and strengthen local government through advocacy and program delivery.

MNL formed in 1951 to represent the interests of the growing number of municipal councils in the province. Today, MNL's membership includes 275 municipalities and is governed by a 15-member Board of Directors representing six regions, as well as small town and urban constituencies. Directors are elected by delegates at the Annual General Meeting, one of the largest conventions in the province.

MNL activities are coordinated by a staff of seven professionals based in the organizational headquarters located at 79 Mews Place in St John's. From this office economic development workshops are developed and delivered, cutting edge research and facilitation of inter-municipal cooperation is conducted, and sector leading membership services are coordinated.

Our Mission

Empower and support local governments to build vibrant communities

MNL provides the sector with a collective path towards achieving sustainability. We use our research and policy capacity to show stakeholders what is possible and probable and to ensure municipal councils have the legislative and financial capacity to follow that path. We help members make informed decisions about where the future is going. We provide tools to help them respond today and into the future. We provide the sectoral memory necessary to assess the adequacy of proposed solutions.

Our Work

MNL's work falls under two broad categories – advocacy and program delivery. MNL's advocacy work is guided by its strategic advocacy pillars and member resolutions put forth at the Annual General Meeting, with further guidance provided by the advocacy advisory committee. Programs and service delivery is driven by a mandate to provide sector leading solutions to our membership.

The Value of Supporting MNL

Your sponsorship dollars support MNL's efforts to strengthen and promote effective, informed leadership at the local government level.

It is often said that local government has the most direct impact on residents. By supporting MNL, you are directly contributing to the betterment of Newfoundland and Labrador's communities.

Your support of MNL's work brings with it significant benefits in the form of access to the municipal sector's key decision makers. MNL's membership mailing list provides access to all 275 incorporated municipalities. Printed event programs reach 300 to 400+ people at the Municipal Symposium each spring, and 400 to 600+ people at the annual MNL Conference each fall.

Local governments – incorporated towns and cities – are a business, with a need for services and products from a wide range of suppliers. Your MNL event sponsorship includes direct, in person connections to decision makers at the province's largest municipal sector events.

Partnering with MNL provides access to both our membership and the goodwill we have established amongst our membership as a trusted source of municipal information.

Sponsorship Opportunities

MNL offers a wide range of sponsorship opportunities designed to match your desired level of support while meeting your sales and marketing objectives. Our team will work with you to build a sponsorship package that meets your needs and goals.

- Annual Conference
- Municipal Symposium
- Regional Meetings
- Urban Municipalities Committee Meeting
- In-person workshops
- Online workshops
- Webinars
- MNL's weekly email newsletter (InfoNote)
- MNL website
- Special projects





Municipal Symposium

Sponsorship Levels 2024

May 2 to 4, Gander, NL

Event Sponsor \$10,000+

- Present a 60-minute session
- 5-minute presentation during opening ceremonies
- Branded email to MNL membership
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Sponsor showcase table
- Sponsor named and thanked before sessions
- Option to include promotional item in event kit bag
- 6 full-access event passes
- Sponsored social media message on MNL account
- Event program welcome message Full-page ad in printed event program
- Ad on agenda webpage
- Ad on event webpage

Platinum \$8,500+

- Present a 30-minute session
- Branded email to MNL membership
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Sponsor showcase table
- Sponsor named and thanked before sessions
- 4 full-access event passes
- Sponsored social media message on MNL account
- Event program welcome message
- Half-page ad in printed event program
- Ad on event webpage

Gold \$6,500

- Present a 15-minute session at one event
- Branded email to MNL membership prior to the event
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Sponsor showcase table
- Sponsor named and thanked before sessions
- 2 full-access event passes
- Half-page ad in printed event program
- Ad on event webpage

Silver \$4,000

- Branded email to MNL membership prior to the event
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Sponsor showcase table
- 2 full-access event passes
- Quarter-page ad in printed event program

Bronze \$1,500

- Message included in daily email to attendees during event (several sponsor messages in a single email)
- 2 full-access event passes
- Quarter-page ad in printed event program

Luncheon Sponsor \$8,500

Gold Level Plus:

- Branded tent cards on tables with QR code
- 15 minutes on stage during luncheon
- Includes cost of catering

Nutrition Break Sponsor \$4,000

Silver Level Plus:

- Branded tent cards on nutrition break tables with QR code
- Includes cost of catering

All sponsorships include displaying your company logo on event screen slideshows, on the event webpage, posted on social media, included in event emails and included in the printed program. Sponsorship packages can be customized to fit your needs.



Your sponsorship assists MNL's efforts to strengthen and support local government

For more information contact Bradley Power, MNL Director of Programs | bpower@municipalnl.ca | 709-727-4044



Conference Sponsorship Levels 2024

November 7 to 9, Corner Brook, NL

Event Sponsor \$17,500+

- Present a 60-minute session
- 5-minute presentation during opening ceremonies
- Branded email to MNL membership
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Trade Show booth
- Sponsor named and thanked before sessions
- Option to include promotional item in event kit bag
- 6 full-access event passes
- Sponsored social media message on MNL account
- Event program welcome message Full-page ad in printed event program
- Ad on agenda webpage
- Ad on event webpage

Platinum \$12,500+

- Present a 30-minute session
- Branded email to MNL membership
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Trade Show booth
- Sponsor named and thanked before sessions
- 4 full-access event passes
- Sponsored social media message on MNL account
- Event program welcome message
- Half-page ad in printed event program
- Ad on event webpage

Gold \$10,000

- Present a 15-minute session at one event
- Branded email to MNL membership
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Trade Show booth
- Sponsor named and thanked before sessions
- 2 full-access event passes
- Half-page ad in printed event program
- Ad on event webpage

Silver \$8,500

- Branded email to MNL membership prior to the event
- Message included in daily email to attendees during event (several sponsor messages in a single email)
- Display pop-up banner at event
- Trade Show booth
- 2 full-access event passes
- Quarter-page ad in printed event program

Bronze \$4,000

- Message included in daily email to attendees during event (several sponsor messages in a single email)
- 2 full-access event passes
- Quarter-page ad in printed event program

Luncheon Sponsor \$15,000

Gold Level Plus:

- Branded tent cards on tables with QR code
- 15 minutes on stage during luncheon
- Includes cost of catering

Nutrition Break Sponsor \$8,500

Silver Level Plus:

- Branded tent cards on nutrition break tables with QR code
- Includes cost of catering

All sponsorships include displaying your company logo on event screen slideshows, on the event webpage, posted on social media, included in event emails, and included in the printed program. Sponsorship packages can be customized to fit your needs.



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Regional Meetings Sponsorship Levels 2024

Level 1 \$1,000

- Present a 50-minute session
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on tables
- Logo displayed on projection screen

Level 2 \$750

- Present a 30-minute session
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on tables
- Logo displayed on projection screen

Level 3 \$600

- Acknowledged as a social event sponsor
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on tables
- Logo displayed on projection screen

Level 4 \$500

- Acknowledged as a nutrition break sponsor
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on nutrition break tables
- Logo displayed on projection screen

Urban Municipalities Committee Meeting Sponsorship Levels 2024

Level 1 \$2,250

- Present a 50-minute session
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on tables
- Logo displayed on projection screen

Level 2 \$1,750

- Present a 30-minute session
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on tables
- Logo displayed on projection screen

Level 3 \$1,000

- Acknowledged as a social event sponsor
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on tables
- Logo displayed on projection screen

Level 4 \$750

- Acknowledged as a nutrition break sponsor
- Branded email to attendees
- Company logo on printed materials
- Company logo and QR code printed on tent cards and placed on nutrition break tables
- Logo displayed on projection screen

Regional Meeting Dates and Locations

Avalon and Eastern Regions

Location: Clarenville
Date: March 1-2, 2024

Central Region

Location: Grand Falls-Windsor
Date: March 22-23, 2024

Labrador Region

Location: Happy Valley-Goose Bay
Date: Sept. 6-7, 2024

Northern and Western Regions

Location: Cow Head
Date: Sept. 20-21, 2024

UMC Meeting Dates and Locations

Meeting One

Location: Pasadena
Date: April 4-5, 2024

Meeting Two

Location: Bay Roberts
Date: TBD

For more information contact Bradley Power, MNL Director of Programs
bpower@municipalnl.ca
709-727-4044



Conference Trade Show and Symposium Sponsor Showcase Opportunities

MNL hosts two vendor exhibitions each year. Connect with decision makers from more than 120 municipalities by participating in the province's largest municipal sector events.

This is your opportunity to promote your products and services through face-to-face conversations with Mayors, Councilors, and Municipal Administrators.

Local governments – incorporated towns and cities – are a business, with a need for services and products from a wide range of suppliers.

Make connections, share information, and expand your network with a sponsor showcase table or trade show booth at MNL's Municipal Symposium and the MNL Conference.

Your Trade Show booth or Sponsor Showcase table includes the following exhibitor benefits:

- Your company included in the Trade Show or Sponsor Showcase vendor listing printed handout and webpage.
- Online (municipalnl.ca) listing with a hyperlink to your company website or social media.
- Two event access passes (meal package available for an additional fee)
- Opportunity to participate in prize giveaway during event

Dedicated trade show or sponsor showcase time slots on the agenda, plus evening networking events in the trade show space, ensure a flow of people to your booth.

Conference Trade Show

Booths are sized at 10 feet by 10 feet, with pipe and drape on three sides and include an eight-foot long table.

Price: \$2,000 per booth (oversized options available on request)

Symposium Sponsor Showcase

A six-foot long table in the sponsor showcase area provides a place to display your wares. A pop-up banner or small display can be placed behind the table.

Price: \$2,500 per booth



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Advertising Rate Card

Reach 275 municipalities with advertisements in print and digital formats.

Distribution

The printed event programs for the Municipal Symposium and the MNL Conference are distributed to all attendees and sponsor representatives through kit bags and registration desk handouts. The digital (PDF) version is distributed to event attendees, MNL's membership through email, and posted on the MNL website, municipalnl.ca.

	Symposium	Conference
	300 print copies	550 print copies
	May 2 - 4, 2024	Nov 7 - 9, 2024
	Gander, NL	Corner Brook, NL
Full page	\$750	\$1,000.00
Half page	\$400.00	\$500.00
Quarter page	\$200.00	\$250.00
Eighth page	\$100.00	\$125.00
Special placement	+\$250.00	+\$250.00
Pocket agenda full page	\$400.00	\$400.00
Event webpage	\$500.00	\$500.00
Agenda webpage	\$500.00	\$500.00

Page sizes

Symposium

Full page	5.25 in x 8.25 in
half page	5.25 in x 4 in
quarter page	2.5 in x 4 in
eighth page	2.5 in x 2 in

Conference

Full page	8.25 in x 10.75 in
half page	8.25 in x 5 in
quarter page	4 in x 5 in
eighth page	4 in x 2.5 in

For more information contact Bradley Power, MNL Director of Programs
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 709-727-4044





Sponsor Benefit Details

Logo included in sponsors graphic on event screen slideshows, on event webpage, posted on social media, included in event emails

As an event sponsor, your company logo will be displayed with all other sponsor logos for the duration of the event on on-stage screens, in event programs, on the event webpage, in emails to members, and on social media. Social media reach for event posts typically reach several thousand people, while in-person logo displays are viewed multiple times throughout the event to strengthen your brand image and brand awareness among MNL's membership.

One standalone email to MNL membership

MNL provides you access to its membership mailing list to send a message of your choosing (pending MNL approval) in a cobranded (MNL and your company) email that takes advantage of MNL's reputation as a trusted and reliable source of information.

Message included in email to attendees during event (several sponsor messages in a single email)

During the event, daily emails are sent to delegates with essential information for that day. These emails typically have open rates in the 60-70 percent range. A limited number of display ad blocks are available in each day's email. Ads may include an image, a 50-word block of text, and a link to your company's website or social media profile.

Option to present a 15-minute session at event

Offered at the beginning of a longer session, or bundled together with other sponsors, this option is ideal for delivering information on a single topic or encouraging attendees to visit your trade show or sponsor showcase booth for further information. For maximum effectiveness, your message should focus on the benefit to municipalities, as opposed to focusing on your product or service.

Option to present a 30-minute session at event

For those new to working with the municipal sector, these standalone sessions are a great way to introduce your company, product or service to attendees. Companies with an established connection to the municipal sector will find value in using this time to introduce new products or services.

Option to present a 60-minute session at event

Providing MNL's members with the information and knowledge to make informed decisions around the council table is a core function of MNL events. This option is intended to deliver professional development, skills, or knowledge to MNL's members alongside your organization's messaging.

Logo displayed on tabletop during event meal or nutrition break (tent card or similar)

For organizations looking to keep your brand top of mind during an event, sponsoring a meal or nutrition break includes a tent card on each table with your logo and a QR code pointing to your organization's website or social media account.

Option to display pop-up banner at event

Your floor-standing pop-up banner will be placed in a prominent location at the event venue, ensuring maximum brand exposure

Trade show booth (conference)

Booths are sized at 10 feet by 10 feet, with pipe and drape on three sides and include a six-foot long table. Dedicated trade show time slots on the agenda, plus evening networking events in the trade show space ensure a flow of people to your booth.

Sponsor showcase table (symposium)

A six-foot long table in the sponsor showcase area provides a place to display your wares. A pop-up banner can be placed behind the table. Dedicated sponsor showcase time slots on the agenda, plus evening networking events in the sponsor showcase space ensure a flow of people to your booth.

Advertisement in event program

A full colour advertisement in the conference or symposium event program. Ads must be provided camera ready. The event program is given to each attendee in the event kit bag and made available online as a PDF. Ads are available in a range of sizes, including full, half, quarter, and eighth page.





Non-Event Sponsorship Opportunities

Municipalities Newfoundland and Labrador (MNL) offers several opportunities to reach decision makers at all 275 municipalities in Newfoundland and Labrador beyond MNL's in-person events. These include:

- In-person workshops
- Online workshops
- Webinars
- MNL's weekly email newsletter (InfoNote)
- MNL website
- Special projects

Pricing available on request

For more information
contact Bradley Power,
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