



Municipalities

Newfoundland and Labrador

1951 - 2026

75TH
ANNIVERSARY

**2026 Corporate Sponsorship
Opportunities Information Package**



In August of 1951, the mayors of 17 towns gathered at the White House in Corner Brook for the first Newfoundland Federation of Municipalities (now Municipalities Newfoundland and Labrador) convention, declaring a mission to advocate for the interests of local government in the province.

Throughout 2026, MNL is celebrating 75 years of municipal advocacy and progress.

We invite businesses and organizations to join us as event sponsors and partners as we commemorate 75 years of working to build strong, resilient and sustainable communities.

Interested? Contact us for more information or to to discuss your sponsorship options

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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 269 municipalities and 5 Inuit Community Governments. The organization 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 professionals based in the organizational headquarters located at 79 Mews Place in St John's.

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 member 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



75th Anniversary Supporting Partner Opportunities

MNL is grateful for the ongoing support from our corporate partners. You are an integral part of MNL's membership services offerings.

To formally recognize this partnership, we invite you to consider becoming an MNL 75th Anniversary Supporting Partner.

This package includes:

- Sponsorship of the Municipal Symposium in May
- Sponsorship of the Conference, Trade Show and AGM in November
- The option to sponsor and present at regional meetings and Urban Municipalities Committee meetings
- Quarterly engagement opportunities with the MNL membership
- Recognition in MNL's weekly email newsletter to members as a Supporting Partner

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Municipal Symposium

Sponsorship Levels 2026

May 7 to 9, Gander, NL

Event Sponsor \$10,000+

- Present a 60-minute session
- 5-minute presentation during opening ceremonies
- 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
- Event program welcome message
- Ad on event webpage

Platinum \$8,500+

- Present a 30-minute session
- 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
- Ad on event webpage

Gold \$6,500

- Single day stage sponsor
- 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

Silver \$4,000

- 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

Bronze \$1,500

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

Luncheon Sponsor \$8,500

Gold level Plus:

- Branded tent cards on tables with QR code
- 15 minutes on stage during luncheon

Nutrition Break Sponsor \$5,000

Silver level Plus:

- Branded tent cards on nutrition break tables with QR code

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.



Conference

Sponsorship Levels 2026

November 5 to 7, St. John's, NL

Event Sponsor \$17,500+

- Present a 60-minute session
- 5-minute presentation during opening ceremonies
- 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
- Event program welcome message
- Full-page ad in printed event program
- Ad on event webpage

Platinum \$12,500+

- Present a 30-minute session
- 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
- Half-page ad in printed event program
- Ad on event webpage

Gold \$10,000

- Single day stage sponsor
- 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

- 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 \$4,500

- 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 \$15,000

Gold level Plus:

- Branded tent cards on tables with QR code
- 15 minutes on stage during luncheon

Nutrition Break Sponsor \$9,500

Silver level Plus:

- Branded tent cards on nutrition break tables with QR code

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.



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, Councillors, and Municipal Administrators.

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

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: \$1,750 per table

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Regional Meeting Sponsorship Levels 2026

Presenting Sponsor \$1,500

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

Supporting Sponsor \$500

- Acknowledged as a nutrition break sponsor
- 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 2026

Presenting Sponsor \$1,500

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

Supporting Sponsor \$500

- Acknowledged as a nutrition break sponsor
- 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



Municipalities
Newfoundland and Labrador

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 weekly email newsletter (InfoNote)
- MNL website
- Special projects

Pricing available on request



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 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.

Gold level stage sponsorship

Stage sponsorship is for one day of the event on a single stage. Benefits include your organisation's banner near the stage for the day, recognition as a stage sponsor, and the opportunity to introduce presenters. Does not include additional speaking time. There may be multiple stage sponsors for each day.