



2024

Partnership Opportunities



Local Government Administration Association
Strength Through Networking

Introduction

The Local Government Administration Association of Alberta (LGAA) is pleased to offer the following partnership opportunities for the 2023 year. Partnership opportunities are available for various LGAA events including:

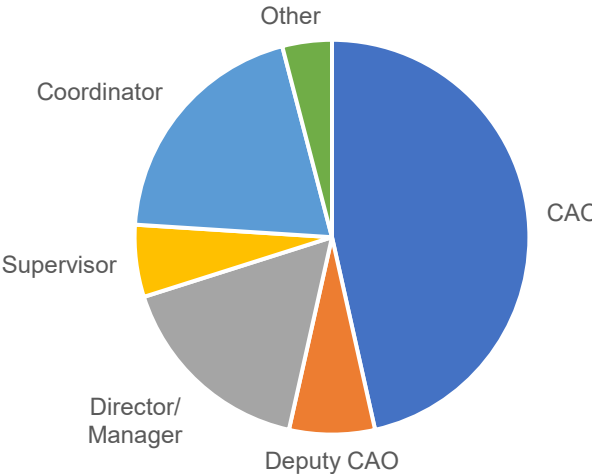
- Conference in Canmore on June 19-21, 2024
- Golf Tournament in Canmore on June 18, 2024
- Zone Meetings on various dates and locations in October 2024
- Virtual Workshops and webinars throughout the year

Who is LGAA?

The Local Government Administration Association (LGAA) supports municipal government administration in Alberta by providing leadership development, resources, and networking opportunities to facilitate connections and sharing of ideas.

Our growing membership currently stands at over 290 members representing expertise in all facets of municipal management and leadership. Our members primarily represent senior staff in both urban and rural municipal governments who have influence on policy and purchasing decisions that impact the future of Alberta’s communities.

LGAA Members by Position Category



Why partner with LGAA?

LGAA members work for municipalities across Alberta that collectively spend about \$5 billion per year.

- Increase awareness of your organization’s brand and services.
- In-person events provide an opportunity to network directly with Alberta’s municipal administrative leaders and decision-makers.
- Demonstrate your support of the professional development of Alberta’s municipal leaders.

What opportunities are available?

We offer various packages with different price points to suit your organization.

Purchase more than one package for the same event and receive 10% off the lower priced package.

Conference Partnership Opportunities

Date | June 19 – 21, 2024
Where | Coast Canmore Hotel and Conference Centre
 511 Bow Valley Trail, Canmore, AB

Our annual conference is our highlight event of the year where 150+ municipal administrators and stakeholders come together for 2½ days of inspiring speakers, educational sessions, and numerous opportunities to network with municipal administrators and organizations that serve the municipal sector. The 2024 Conference will feature a few changes such as moving to host the event in Canmore with the addition of a golf tournament and different evening events.

2024 Conference Program at a Glance (subject to change)

Tuesday , June 18 (Pre-Conference)	
8:30 am – 1:00 pm	Golf Tournament
To be determined	Guided hike / rafting
8:00 pm – 11:00 pm	Hospitality suite
Wed , June 19 (Day1)	
8:00 am – 9:00 am	Breakfast
9:00 am – 9:15 am	Welcome and Greetings
9:15 am – 10:15 am	Opening Keynote Speaker
10:15 am – 10:45 am	Refreshment & Networking Break
10:45 am – 11:45 am	Breakout Sessions
11:45 am – 12:30 pm	Lunch
12:30 pm – 1:30 pm	Annual General Meeting & Board Elections
1:30 pm – 3:00 pm	Group Discussions by Community Size
3:00 pm – 3:30 pm	Refreshment & Networking Break
3:30 pm – 4:30 pm	President's Panel
6:00 pm – 8:30 pm	Dinner on the Town
8:30 pm – 11:00 pm	Hospitality Suite
Thursday, June 20 (Day 2)	
8:00 am – 10:00 am	Breakfast in the Trade Show
10:00 am – 10:50 am	Breakout sessions
11:05 am – 11:30 am	Company showcase sessions
11:30 am – 1:15 pm	Lunch in the Trade Show
1:15 pm – 1:25 pm	Plenary
1:25 pm – 1:30 pm	Draw Prizes for Trade Show
1:45 pm – 4:15 pm	Breakout Workshops
6:00 pm – 11:00 pm	Dinner and Entertainment
Friday, June 21 (Day 3)	
8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	Plenary speakers
9:30 am – 10:30 am	A Conversation with Alberta Municipal Affairs
10:30 am – 10:45 am	Refreshment Break
10:45 am – 11:45 am	Closing Keynote Speaker
11:45 am – 12:00 pm	Prize Draws and Closing Remarks

Conference Sponsorship Benefits at a Glance

	Platinum	Gold	Silver	Bronze
	\$6,000	\$3,000 - \$4,000	\$1,500 - \$2,000	\$750 - \$1,000
Logo on LGAA's website for 2024 year	✓	✓	✓	✓
Logo displayed in the conference program	✓	✓	✓	✓
Logo and corporate name displayed in the conference mobile app	✓	✓	✓	✓
Logo loop displayed during various times of the conference	Full screen	1/2 screen	1/3 screen	1/4 screen
Verbal recognition at the podium	✓	✓	✓	-
Distribute promotional material during the designated session	✓	Specific options		
Recognition on LinkedIn	✓	✓	-	-
Option to host a hospitality suite as an LGAA-sanctioned event	✓	-	-	-
One (1) article and logo featured in LGAA's e-newsletter	✓	-	-	-
Complimentary conference registrations	2	1	-	-

Platinum Level

Platinum Level Benefits

- Two (2) complimentary conference registrations.
- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2024
 - Social media post on LinkedIn
 - Full-screen display during the lunch period
 - Full-screen looping display during various times of the conference
- Up to five (5) minutes to speak to delegates as a plenary address.
- Your organization is recognized by the emcee at the podium.
- Option to have one (1) article published in LGAA's e-newsletter to members.¹
- Option to distribute promotional materials during your sponsored session.²
- Option to host an LGAA-sanctioned hospitality suite.³
 - Option 1: June 19 – Off-site location with planning assistance from LGAA.
 - Option 2: June 20 – Orchid Room at the Coast Canmore Hotel.
 - Costs of the hospitality suite are 100% the responsibility of the host sponsor.

Delegate Luncheon (June 19) \$6,000

Trade Show Luncheon (June 20) \$6,000

¹ Maximum of 150 words.

² Distribution of materials is the responsibility of the sponsor.

³ If a Platinum sponsor does not wish to host an LGAA-sanctioned hospitality suite, the option will be presented to the Gold level sponsors on a first-come first-serve basis.

Gold Level

Gold Level Benefits

- One (1) complimentary conference registration.
- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2024
 - Half-screen looping display during various times of the conference
 - Social media post on LinkedIn
- Your organization is recognized by the emcee at the podium.
- Additional benefits are listed under each sponsorship package (if applicable).

Keynote **\$4,000** (2 available)

- Introduce a keynote speaker.

Dinner on the Town **\$3,000** (1 available)

This event provides delegates the option to reserve a seat at one of several restaurants in Canmore and be joined by other delegates as an informal networking opportunity.

- Your organization may have up to three (3) representatives attend the dinners to engage with delegates in this small group setting.⁴
- This opportunity is not conducive to a product demonstration — relationship building
- One seat per restaurant

Company Showcase **\$3,000** (4 available)

- Up to 25 minutes to present a breakout session to promote or demonstrate your product or service.
- Topic is subject to approval by LGAA's Conference.

Breakfast **\$3,000** (3 available)

- Option to distribute promotional materials during your sponsored breakfast.⁵
- Full-screen display of your logo during the breakfast.

⁴ The five representatives includes the one complimentary conference registration plus four additional tickets to join the Dinner on the Town event. Each representative would be seated at a separate table of delegates. This opportunity is not conducive to a product presentation but is an opportunity to engage directly with delegates. Each participant (delegate or sponsor) is responsible for the cost of their own dinner.

⁵ Distribution of materials is the responsibility of the sponsor.

Silver Level

Silver Level Benefits

- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2024
 - One-third screen looping display during various times of the conference
- Your organization is recognized by the emcee at the podium.
- Additional benefits are listed below under each sponsorship package (if applicable).

Refreshment Break **\$2,000** (3 available)

- Your logo is displayed

Lanyard **\$2,000**

- Your logo is displayed on the lanyard that each delegate receives to display their nametag.

Mobile App **\$2,000**

- A mobile application that will be used by all delegates to access the agenda and information during the conference.
- Your logo is displayed on the main page of the app.

Transportation **\$2,000**

- Sponsor the bus service that will be used to transport delegates to some pre-conference activities and the Dinner on the Town event.
- Your logo is displayed on signage at the bus pickup location.

Charging Station **\$1,500**

- Your logo is displayed on a portable charging port that delegates can take to their table to charge their mobile device.

Bronze Level

Banner **\$1,000** (3 available)

- Display a standup banner in a public area of the conference venue for the duration of the conference.

General Supporter **\$750**

- Your logo is featured in the:
 - Digital conference program
 - Mobile app
 - Partner's page of LGAA's website until December 31, 2023
 - One-quarter screen looping display during various times of the conference

Golf Tournament Partnership Opportunities

Date | June 18, 2024
Where | Silvertip Resort, 2000 Silvertip Trail, Canmore, AB

LGAA is pleased to offer a new experience as part of our annual conference by hosting a golf tournament at the stunning Silvertip Resort golf course in Canmore. Held the day before the Conference, this golf tournament will involve a shotgun format that tees off at 9:30 a.m.

Golf Ball Sponsor **\$1,500**
▪ Your logo featured on a sleeve of balls provided to each player.

Cart Sponsor **\$1,500**
▪ Signage options to be clarified with Silvertip...

Prize Sponsor **\$1,000**
▪ Verbal recognition as the sponsor of major prizes awarded at the end of the tournament.

Hole Sponsor – General Hole **\$500**
Hole Sponsor – Food & Beverage Hole **\$500 + the cost of food and beverage**
▪ Set up games, hand out swag, and interact with golfers while you showcase your brand.

All sponsors have the option of displaying their logo on LGAA's website for the 2024 year.



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Other Partnership Opportunities

Zone Meetings

\$1,000 per meeting (2 spots available)

LGAA's annual Zone Meetings are an opportunity for a Sponsor to attend all 5 zone meetings across the Province in October . Great opportunity to Network with the LGAA Membership. You are able to do a 10 minute presentation after lunch to the Members that attend the Zone meetings.

Virtual Events

\$1,000 per event

LGAA hosts virtual training sessions via Zoom throughout the year.



Local Government Administration Association
Strength Through Networking

How to Register as a Sponsor

Please contact LGAA's Executive Director,
Vivian Cox at:

E: vivian@lgaa.ab.ca

P: 587-225-7653

Did you know we also offer a Trade Show as part
of our annual conference?

Visit our website for details and
[book your table today!](#)

Please note that LGAA does not share
delegate lists or member lists with sponsors
or any external organization.

Thank you to our 2024 Sponsors

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