

2023 ROMA Conference | January 22 – 24 | Sheraton Toronto Centre Hotel

Why Should You Sponsor or Exhibit at the Conference?

- Reach close to 1,000 key municipal decision makers from across Ontario
- Be recognized as a go to leader in the municipal industry
- Have your brand front and center
- Be a stand out in your field
- Build and strengthen relationships with current and prospective clients
- Face-to-face interactions with influencers
- Secure quality leads
- And so much more...

Sponsorship Summary

All Sponsors receive the following benefits:

- Recognition on the ROMA website
- Recognition at the Conference
- Corporate biography and logo on the mobile app
- Recognition in the plenary hall sponsorship loop

Additional benefits are based on the level of sponsorship:

- **Platinum: \$25,000 +**
 - Five conference registrations
 - If purchased, your Exhibit Booth in prime location
 - Banner ad on the conference app
 - One feature article in the AMO Watchfile (authored by you)
- **Gold: \$17,000 - \$24,999**
 - Three conference registrations
 - If purchased, your Exhibit Booth in prime location
 - Banner ad on the conference app
- **Silver: \$10,000 – \$16,999**
 - Two conference registrations
- **Bronze: \$5,000 - \$9,999**
 - One conference registration

Sponsorship Opportunities

Unless otherwise stated, the following opportunities are not exclusive. If you wish to have exclusivity, please let us know and we can discuss the rate.

Plenary Hall Remarks - \$15,000

5 minute speaking opportunity in the plenary program.

Plenary Speaker or Panel - \$10,000

By sponsoring a keynote session you will associate your Company to key industry subjects, trends and discussions. You will have the opportunity to introduce the session.

Delegate's Lounge - \$8,000

Create a comfortable area in the midst of the conference, where delegates can meet, check messages, relax, and talk to your representatives on Sunday and Monday of the conference. This is an exclusive opportunity.

Learning Lunch - \$8,000

A 45 minute speaking opportunity during lunch on Tuesday.

Learning Breakfast - \$7,000

Start each conference attendees' day right by providing them with a complete hot breakfast.

Delegates Kits - \$6,500

You'll be placing your brand in the hands of over 800 attendees when you sponsor the bags that all attendees are given upon checking in to the conference.

Delegate Lanyards - \$6,500

You'll have your brand on every attendee at the Conference when you sponsor the delegates' lanyards. This is an exclusive opportunity.

Charging Station - \$6,000

By sponsoring the Charging Station, you allow the attendees to network and relax while charging their electronic devices. The sponsorship allows you to brand the Charging Station giving you great visibility among attendees. This is an exclusive opportunity.

Opening Reception - \$5,000

All attendees converge to connect with colleagues they haven't seen in a while, meet new friends, and kick off the conference.

Conference Hotel Key Cards - \$5,000

Place your brand in front of every attendee at the host hotel by branding the Sheraton Hotel key cards with your company and key message. This is an exclusive opportunity.

Conference App - \$5,000

Place your brand on the landing page of the app and be the most played banner ad on the app pages. This is an exclusive opportunity.

Registration - \$3,500

Every attendee and exhibitor will see your brand front and center when they check in to the conference. Placed in a prominent location, everyone will walk by and see your support of the show.

Wrap Up Prize Draw

Provide a wrap up prize draw worth a minimum of \$3,000.

Conference Coffee Breaks - \$2,500

Keep the attendees awake and aware of your company. Use this opportunity to brand coffee stations.

Banner Ad on Conference App - \$1,500

Your Idea Here - \$TBD

Do you have a creative idea that you don't see listed here? Please contact us and we will work with you to bring it to life, offering great exposure at the ROMA Conference.

Important Information

The deadline to confirm sponsorship is **December 16, 2022**.

All sponsorships are **subject to approval**, and we may request additional information before approval can be granted.

Sponsorship Policy

The Rural Ontario Municipal Association is a not for profit organization. ROMA welcomes as potential conference sponsors, municipal equipment, service providers and other organizations, that have products and services that complement the interests of rural municipal governments. . The purpose of sponsorship is to increase ROMA's ability to deliver enhanced levels of educational programming for its conference where sponsorship fits.

Definition of Sponsorship

A sponsorship is defined as a mutually beneficial exchange whereby the sponsor receives value in return for cash and/or products and services in kind to ROMA. Sponsorships afford opportunities for participating companies and organizations to raise their profile and enhance their image during the ROMA conference.

Process

Partnerships and sponsorships will be sought out and developed by the ROMA Conference Coordinator (under the direction of the ROMA Conference Planning Committee). Proposals would be brought to the attention of the ROMA I Conference Planning Team for consideration and approval.

Principles of Sponsorships

- ROMA sponsorships must be in the best interests of its corporations and its membership.
- Goals and objectives of sponsoring organizations must be compatible with ROMA's goals, objectives, policies and generally supportive of ROMA's mandate and its affiliated corporations.
- Sponsorships cannot be made conditional on ROMA or ROMA Event performance outcomes.
- Sponsorships do not imply ROMA endorsement of products or services.
- Sponsorships generally will not be provided on an exclusive basis.
- ROMA does not intend to detract from current sponsorship arrangements held by AMO and aggregated sponsorship may be possible for both AMO and ROMA conferences through coordination and approvals.

Conditions of Sponsorships

- Sponsors must have no expectation of having any impact on the policies and operating procedures of ROMA.
- Sponsorships will be covered by the terms of a Letter of Understanding and sponsors will be required to execute their sign back letter.
- Any public use of the name, images and logos of ROMA, must be approved by the ROMA Board.

Benefits of Sponsorship

A ROMA Conference Sponsorship Program will be developed annually for its annual conference which will form the basis of the terms of sponsor recognition in return for financial or services in kind contributions.

Termination of Sponsorship

Sponsorship Letter of Understanding will specify a set period for sponsor recognition and benefits. All obligations on the part of ROMA and the sponsor will end following the noted timeframe.

ROMA reserves the right to terminate an existing sponsorship should conditions arise during the term of the sponsorship that result in it conflicting with this Policy, or no longer supporting the best interests of ROMA.

Contact Us to Discuss Today

See an opportunity you like, or wish to discuss your idea or package with us, contact us today at vanveen@amo.on.ca or 416.971.9856