



## ROMA 2025 Sponsorship Prospectus

**Conference Dates: January 19 – 21, 2025**  
**Sheraton Toronto Centre Hotel**

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### Why You Should Sponsor the Conference

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- Connect with over 1,600 key municipal decision makers from across Ontario
  - Be a go to organization in the municipal industry
  - Have your brand front and center
  - Build and strengthen relationships with current and prospective clients
  - Face-to-face interactions with influencers
  - Secure quality leads
  - And so much more...
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### Sponsorship Summary

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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  
Prime booth location (if purchased separately)  
Banner ad on the conference app  
Augmented app profile  
Promotional email to conference delegates

**Gold: \$17,000 - \$24,999**

Three conference registrations  
Prime booth location (if purchased separately)  
Banner ad on the conference app  
Augmented app profile

**Silver: \$10,000 - \$16,999**

Two conference registrations

**Bronze: \$5,000 - \$9,999**

Two conference registrations

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# Sponsorship Opportunities

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Unless otherwise stated, the following opportunities are not exclusive. If you wish to have exclusivity, the rate will be adjusted.

## Speaking Opportunities

### **Plenary Hall Remarks - \$15,000**

5 minute speaking opportunity in the plenary program. Two opportunities available.

### **Plenary Speaker or Panel - \$10,000**

Sponsor and introduce one of the keynote or high profile panel discussions.

### **Learning Lunch - \$8,000**

A 20-minute speaking opportunity during lunch on Monday.

### **Learning Breakfast - \$8,000**

A 20-minute speaking opportunity during breakfast on Tuesday.

### **Concurrent Session Moderator – \$7,000**

An opportunity to moderate one of the concurrent sessions. Selection is at the discretion of ROMA to confirm a fit between the sponsor and session.

## Branding Opportunities

### **Sunday Lunch - \$5,000 (multiple available)**

Brand the delegate to-go lunch. \$20,000 for exclusivity.

### **Delegates Kits - \$5,000 - \$10,000**

You'll be placing your brand in the hands of over 1,500 attendees when you sponsor the bags that all attendees are given upon checking in to the conference. \$10,000 for exclusivity.

### **Delegate Lanyards - \$8,000**

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

### **Conference App - \$8,000**

Have 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.

### **Charging Station - \$7,000**

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.

### **Conference Hotel Key Cards - \$7,000**

Have 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.

**Registration - \$6,000**

Prime branding opportunity. In addition to prominent recognition at registration, your logo will also be displayed on the conference registration page.

**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.

**Opening Reception - \$5,000**

Set the tone of the conference by hosting the Opening Reception. All attendees converge to connect with colleagues they haven't seen in a while, meet new friends, and kick off the conference.

**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.

**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.

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## Important Information

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The deadline to confirm sponsorship is **December 16, 2024**.

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

### Sponsorship Policy

The Rural Ontario Municipal Association (ROMA) 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 AMO Team Lead of Events and Training (under the direction of the ROMA Board of Directors).

## Principles of Sponsorships

- ROMA sponsorships must be in the best interests of ROMA 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

The 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.

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## Contact Us to Discuss Today

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See an opportunity you like, or wish to discuss your idea or package with us, contact us today at [vvanveen@amo.on.ca](mailto:vvanveen@amo.on.ca) or 416.971.9856