

Conference Dates: January 24 – 26, 2027
Sheraton Centre Toronto Hotel

Why You Should Sponsor the Conference

- Connect with over 1,800 key municipal decision makers from across Ontario
 - Be a go to organization in the municipal industry
 - Have your brand front and centre
 - 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

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 based on sponsorship level:

Platinum: \$25,000 +

- Four conference registrations
- Prime booth location (if applicable)
- Banner ad on the conference app
- Promotional email to delegates

Gold: \$20,000 - \$24,999

- Three conference registrations
- Prime booth location (if applicable)
- Banner ad on the conference app

Silver: \$15,000 - \$19,999

- Two conference registrations

Bronze: \$10,000 - \$14,999

- One conference registration

For all opportunities listed below, exclusivity is only available when indicated. If you wish to have exclusivity on any other item, the rate will be adjusted.

Speaking Opportunities

Plenary Hall Remarks - \$20,000

A 5-minute speaking opportunity in the plenary program. Limited opportunities.

Connect with the ROMA Board of Directors (Luncheon) - \$15,000

The ROMA Board holds a Conference “kick-off” lunch on Saturday, January 23. Sponsorship gives you a seat at the Chair’s table, provides you with a 15-minute presentation to the Board (including a Q&A opportunity), introductions by the ROMA Chair, and distribution of your promotional material to ROMA Board members. This is an exclusive opportunity reserved for a Platinum or Gold level sponsor.

Learning Lunch - \$13,000

A 20-minute speaking opportunity during lunch on Monday.

Plenary Session - \$12,000

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

Insight Breakfast - \$10,000

A 20-minute speaking opportunity during breakfast on Tuesday.

Branding Opportunities

Trade Show Sponsor - \$22,000

** exclusive opportunity*

Welcome attendees to the trade show with your brand prominently displayed at the trade show entrance.

Delegate Lanyards - \$15,000

Have your brand next to every attendee at the Conference when you sponsor the delegates’ lanyards. This is an exclusive opportunity.

Delegate Lounge - \$12,000

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.

Registration - \$12,000

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

Conference App - \$10,000

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.

Delegate Kits - \$8,000 (\$10,000 for exclusivity)

Place your brand in the hands of over 1,500 attendees when you sponsor the bags that all attendees are given at registration.

Charging Station - \$7,000

Allow 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.

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 - \$3,000 + cost of prize (\$2,000 minimum value)

Delegates leave the conference happy and with your company prize and name in mind.

Conference Coffee Breaks - \$3,000

Keep the attendees awake and aware of your company by branding the 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.

Venue Signage Add-ons

There are a range of additional opportunities to get your company front and centre as delegates move through the conference venue.

Escalator Wraps - \$10,000 for one / \$16,000 for both

Place your brand on the railings of the escalator between the registration level and the main conference level, putting your message in front of delegates multiple times each day.

Conference Level Media Wall - \$10,000

Advertise to delegates with your custom fabric sign at the bottom of the escalator on the main conference level. Price based on a sign sized 3m x 3m.

Concourse Glass Panel - \$1,500 single side / **\$2,000** double side

Spotlight your company on the glass panels surrounding the escalator opening on the registration level. Single sided option, or double sided for visibility from street level and conference level. There are 15 panels available.

Floor Sticker - \$1,250

Important Information

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 offer 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 Events Manager (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.

Contact Us to Discuss Today

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