



PARTNERSHIP OPPORTUNITIES 2020



RMA
RURAL MUNICIPALITIES
of ALBERTA

PARTNERSHIP INVITATION

Rural Municipalities of Alberta (RMA) is an independent association comprising Alberta's 69 counties and municipal districts. Since 1909, we have helped rural municipalities achieve strong, effective local government. RMA provides Advocacy and Business Services (including RMA Trade, RMA Fuel, RMA Benefits, and RMA Insurance).

RMA holds events throughout the year to support, inform and celebrate our members.

You are invited to participate in our sponsorship program which includes our spring and fall conventions, golf tournament and business services directory.

RMA's partnership opportunities are an excellent way for your organization to gain visibility and recognition with municipal decision-makers from across Alberta. By sponsoring RMA events, your organization will gain access to municipal officials through advertising, name recognition or customized networking sessions and speaking opportunities. Take this opportunity to create awareness of your company and brand by sponsoring delegate events, services and products.

A wide range of partnership opportunities are available at Platinum, Gold, Silver, and Bronze levels. Customized sponsorship benefit packages can also be developed in consultation with the RMA convention coordinator to meet your organization's unique requirements.

For more information regarding the RMA partnership program, please contact Cindy Carstairs at 780.955.4095 or email cindy@RMAAlberta.com.

Sincerely,



AL KEMMERE
RMA President



GERALD RHODES
Executive Director



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RMA 2020 CONVENTION & TRADESHOW PARTNERSHIP SCALE

Spring Convention | March 16 – 18, 2020 | Edmonton Convention Centre, Edmonton

Fall Convention | November 2 – 5, 2020 | Edmonton Convention Centre, Edmonton

BENEFITS	PLATINUM \$16,000 +	GOLD \$11,000–\$15,999	SILVER \$7,000–\$10,999	BRONZE \$3,000–\$6,999
Recognition on social media and on RMA website	✓	✓	✓	✓
Logo displayed on multimedia presentation during convention	full page	half-page	one-third page	quarter-page
Corporate name and logo featured in convention handbook, mobile application and highlights	✓	✓	✓	name only
Corporate name and logo recognition on signage throughout convention	✓	✓	✓	name only
Podium acknowledgements	✓	✓	✓	✓
Promotional materials distributed in delegate bags	✓	✓	✓	✓
Acknowledgement of hospitality suite as RMA-sanctioned event**	✓	✓	✓	✓
One complimentary convention registration	—	✓	—	—
Two complimentary convention registrations	✓	—	—	—



= included in sponsorship package

**All expenses and logistics involving hospitality suites are the responsibility of the sponsoring organization / corporation.

At no time will RMA incur costs associated with these events. Please forward all information to cindy@RMAAlberta.com as soon as your suite is confirmed to be included in convention marketing materials.

SPRING TRADESHOW PARTNERSHIP OPPORTUNITIES

GOLD	Business Services Open House Reception <i>(Note: Open to invited guests, delegates and suppliers)</i>	
	Fees:	Option 1: \$14,000 for exclusivity Option 2: \$7,000 for co-sponsorship <i>(Qualifies as Silver sponsorship)</i>
	Details:	Reception on Monday, March 16, 2020 for invited special guests, delegates and suppliers.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity for company representatives to network with delegates ♦ Opportunity to distribute company literature at event (subject to RMA approval)

BRONZE	Tradeshow Coffee Station	
	Fees:	\$4,000
	Details:	Coffee and tea provided throughout tradeshow



Multiple Partnership Opportunities!

RMA now offers organizations the option to reserve future partnership opportunities and products. You can secure your sponsorship in advance and avoid the disappointment of a missed opportunity. For more information or to take advantage of multiple partnership opportunities, contact Cindy Carstairs, Convention Coordinator, at cindy@RMAAlberta.com or 780.955.4095

SPRING CONVENTION PARTNERSHIP OPPORTUNITIES

PLATINUM	Delegate Luncheon	
	<i>(Note: There are two luncheon opportunities available There is only one lunch opportunity remaining!)</i>	
	Fees:	Option 1: \$16,000 as the exclusive sponsor Option 2: \$8,000 as an event co-sponsor <i>(Qualifies as Silver sponsorship)</i>
	Details:	Buffet-style luncheon for up to 650 delegates
PLATINUM	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity to distribute promotional material (subject to approval by RMA) ♦ Representatives from organization able to attend sponsored event
	Social Evening	
	<i>(Note: Co-sponsor with RMA)</i>	
	Fees:	\$16,000
PLATINUM	Details:	Casual social evening for convention delegates. Sponsor is responsible for planning evening.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Speaking opportunity ♦ Representatives from organization able to attend sponsored event
GOLD	Delegate Breakfast	
	<i>(Note: There are two breakfast opportunities available There is only one breakfast opportunity remaining!)</i>	
	Fees:	Option 1: \$14,000 as the exclusive sponsor Option 2: \$7,000 as an event co-sponsor <i>(Qualifies as Silver sponsorship)</i>
	Details:	Buffet-style breakfast for up to 650 delegates.
GOLD	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity to distribute promotional material (subject to approval by RMA) ♦ Representatives from organization able to attend sponsored event

GOLD	Keynote Speaker	
	Fees:	\$10,000
	Details:	Each convention RMA brings in a notable speaker to address delegates. Past keynote speakers include an Olympic gold medallist, renowned politicians, and accomplished entrepreneurs, all of whom have fantastic anecdotes and general comments that leave our guests entertained.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity to introduce keynote speaker to convention delegation
SILVER	Delegate Bags	
	Fees:	\$8,000
	Details:	<ul style="list-style-type: none"> ♦ 650 high-quality conference bags ♦ Bags will be distributed to all delegates
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Corporate logo on delegate bags
SILVER	Delegate Gifts	
	<i>(Note: Co-sponsor with RMA)</i>	
	Fees:	\$8,000
	Details:	650 gifts, which will be distributed to all delegates
BRONZE	Additional Benefits:	<ul style="list-style-type: none"> ♦ Corporate logo on delegate gift in conjunction with the RMA logo
	Delegate Bus	
	<i>(Note: Co-sponsor with Red Arrow)</i>	
	Fees:	\$4,000
	Details:	Ground transportation between delegates' hotels and the Edmonton Convention Centre for all three days of convention
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Corporate signage at all hotels and venue bus pickup locations

BRONZE	Nametag Lanyard	
	Fees:	\$5,000
	Details:	Each delegate receives a name badge attached to a lanyard

BRONZE	Breakout Sessions	
	<i>(Note: There are three breakout session opportunities available.)</i>	
	Fees:	\$3,500
	Details:	90-minute sessions where up to 200 delegates may attend
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity to introduce session presenters

BRONZE	Coffee Breaks	
	<i>(Note: There are three coffee break opportunities available)</i>	
	Fees:	\$4,000
	Details:	Coffee and tea provided
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Corporate signage at coffee break locations

BRONZE	Notepads and Pens	
	<i>(Note: There are two notepad and pen opportunities available. There is only one opportunity remaining!)</i>	
	Fees:	\$4,000
	Details:	Your logo visible on pens and notepads provided to all delegates

BRONZE	Wi-Fi	
	Fees:	\$5,000
	Details:	Both the convention plenary and trade show halls will be set up as Wi-Fi hotspots for delegates.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Ability to direct delegates to sponsors website

Convention Mobile App

Fees: \$4,000

Details: A mobile application will be available for all delegates to download on their smartphones and tablets. All convention details and relevant documents will now be on mobile devices with just a click of a button.

Additional Benefits:

- ♦ Corporate logo and sponsorship recognition on main page of application



Multiple Partnership Opportunities!

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FALL CONVENTION PARTNERSHIP OPPORTUNITIES

PLATINUM	Delegate Luncheon	
	<i>(Note: There are two lunch opportunities available)</i>	
	<i>(Note: There is one exclusive lunch sponsor and one co-sponsor opportunity available)</i>	
	Fees:	Option 1: \$16,000 as the exclusive sponsor Option 2: \$8,000 as an event co-sponsor <i>(Qualifies as Silver sponsorship)</i>
	Details:	Buffet-style luncheon for up to 700 delegates.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity to distribute promotional material (subject to approval by RMA) ♦ Representatives from organization able to attend sponsored event

PLATINUM	Social Evening	
	<i>(Note: Co-sponsor with RMA)</i>	
	Fees:	Sponsor is responsible for associated costs.
	Details:	Casual social evening for convention delegates.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Three-minute speaking opportunity ♦ Representatives from organization able to attend sponsored event

PLATINUM	Association Banquet	
	<i>(Note: Co-sponsor with RMA)</i>	
	Fees:	\$20,000
	Details:	Social evening including reception, plated banquet and entertainment.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Three-minute speaking opportunity ♦ Representatives from organization able to attend sponsored event

GOLD

Delegate Breakfast

(Note: There are three breakfast opportunities available.)

Fees:

Option 1: \$14,000 as the exclusive sponsor

Option 2: \$7,000 as an event co-sponsor
(Qualifies as Silver sponsorship)

Details:

Buffet-style breakfast for up to 700 delegates.

Additional Benefits:

- ♦ Opportunity to distribute promotional material (subject to approval by RMA)
- ♦ Representatives from organization able to attend sponsored event

GOLD

Keynote Speaker

Fees:

\$15,000

Details:

Each convention RMA brings in a notable speaker to address delegates. Past keynote speakers include an Olympic gold medalist, renowned politicians and accomplished entrepreneurs, all of whom have fantastic anecdotes and general comments that leave our guests entertained.

Additional Benefits:

- ♦ Opportunity to introduce keynote speaker to convention delegation

SILVER

Delegate Bags

Fees:

\$6,000

Details:

- ♦ 700 high-quality conference bags
- ♦ Bags will be distributed to all delegates and VIPs

Additional Benefits:

- ♦ Corporate logo on delegate bags

SILVER

Delegate Gifts

(Note: Co-sponsor with RMA)

Fees:

\$8,000

Details:

700 gifts, which will be distributed to all delegates

Additional Benefits:

- ♦ Corporate logo on delegate gift in conjunction with the RMA logo

SILVER	Delegate Bus <i>(Note: Co-sponsor with Red Arrow.)</i>	
	Fees:	\$7,000
	Details:	Ground transportation between delegates' hotels and the Edmonton Convention Centre for all three days of convention.
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Corporate signage at all hotels and venue bus pickup locations

BRONZE	Nametag Lanyards	
	Fees:	\$5,000
	Details:	Each delegate receives a name badge attached to a lanyard

BRONZE	Breakout Sessions <i>(Note: There are multiple breakout session opportunities available.)</i>	
	Fees:	\$3,500
	Details:	90-minute sessions where up to 200 delegates may attend
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Opportunity to introduce session presenters

BRONZE	Coffee Breaks <i>(Note: There are five coffee break opportunities available.)</i>	
	Fees:	\$4,000
	Details:	Coffee and tea provided
	Additional Benefits:	<ul style="list-style-type: none"> ♦ Corporate signage at coffee break locations

BRONZE

Notepads and Pens

(Note: ~~There are three notepad and pen opportunities available.~~ There are two opportunities remaining!)

Fees: \$4,000

Details: Your logo visible on pens and notepads provided to all delegates

BRONZE

Wi-Fi

Fees: \$5,000

Details: Convention venue will set up plenary hall as a Wi-Fi hotspot for delegates.

Additional Benefits:

- ♦ Ability to direct delegates to sponsors website

BRONZE

Convention Mobile App

Fees: \$4,000

Details: A mobile application will be available for all delegates to download on their smartphones and tablets. All convention details and relevant documents will now be on mobile devices with just a click of a button.

Additional Benefits:

- ♦ Corporate logo and sponsorship recognition on main page of application



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RMA 2020 GOLF TOURNAMENT PARTNERSHIP SCALE

BENEFITS	PLATINUM \$5,000+	GOLD \$2,500+	SILVER \$1,500+	BRONZE \$750+
Corporate name on event signage	✓	✓	✓	✓
Corporate acknowledgement during speeches	✓	✓	✓	✓
Recognition on social media and on RMA website	✓	✓	✓	✓
Opportunity to network with members and distribute company literature	✓	✓	✓	✓
2 complimentary golfers in the tournament	✓			
1 complimentary golfer in the tournament		✓	✓	✓
Complimentary printed signage and optional use of additional own signage at sponsored event	✓	✓		✓

✓ = included in sponsorship package

GOLF TOURNAMENT PARTNERSHIP

PLATINUM	Meal Partnership: Dinner	
	Fees:	\$4,000
	Details:	♦ Buffet-style steak dinner for golfers.
GOLD	Meal Partnership: Breakfast	
	Fees:	\$3,000
	Details:	♦ Buffet-style breakfast for golfers.
SILVER	Golf Cart	
	Fees:	\$2,000
	Details:	Your logo at the cart loading area where the kickoff speech takes place before the shotgun start.
SILVER	Golf Balls	
	<i>(Note: Co-sponsor with RMA.)</i>	
	Fees:	\$1,500
SILVER	Gift Bags	
	Fees:	\$1,000
	Details:	Your logo on a tote bag. Each golfer receives a bag during registration. Bags will be filled with donated gift items (see next page).

BRONZE

Hole Sponsorship

Fees:	Option 1: General Hole Sponsorship - \$750	Option 2: Food and Beverage Hole Sponsorship - \$750 + the cost of course servers (if required) and food and beverages
Details:	Please contact golf@RMAAlberta.com for a listing of available food and beverage opportunities.	
Additional Benefits:	<ul style="list-style-type: none"> ♦ Sponsorship includes dinner for a maximum of 2 individuals 	

OTHER

Prize / Gift Donation

(Note: There are multiple opportunities available for general event sponsorship)

Fees:	N/A
Details:	Opportunity to provide branded items for the registrant gift bags, or to donate a prize for the draw at the end of the event.
Benefits:	<ul style="list-style-type: none"> ♦ Exposure to RMA members (with branded items)

OTHER

General Event Sponsorship

(Note: There are multiple opportunities available for general event sponsorship)

Fees:	\$750+ <i>(Please reference partnership scale for level values)</i>
Details:	Provide a cash donation to RMA that will go to the Stollery Children's Hospital Foundation.
Benefits:	<ul style="list-style-type: none"> ♦ Exposure to RMA members ♦ Additional benefits as per partnership scale



PARTNERSHIP COMMITMENT FORM

PLEASE COMPLETE THE FOLLOWING AND RETURN TO THE RMA BY:

FEBRUARY 14, 2020
(Spring Convention & Tradeshow)

MAY 29, 2020
(Business Services Golf Tournament)

OCTOBER 2, 2020
(Fall Convention)

CONTACT INFORMATION

COMPANY NAME:

CONTACT NAME:

EMAIL:

PHONE:

FAX:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

PARTNERSHIP OPPORTUNITY INFORMATION (PLEASE CIRCLE)

Spring 2020 Convention

Spring 2020 Tradeshow

Fall 2020 Convention

Business Services
Golf Tournament

Please specify your preferred partnership opportunity (e.g. Fall Convention Delegate Bags):

\$

\$

TOTAL: \$

Are you hosting a hospitality suite? (Convention only)

☐ Yes ☐ No

DATE:

TIME:

LOCATION:

Are you submitting material for the delegate bags?

☐ Yes ☐ No

ITEM(S):

Do you require any members of your company to be registered for the event?

☐ Yes ☐ No

NAME(S):

I, as a duly authorized representative of the organization identified above, do hereby make application for partnership contribution and authorize the use of the corporate logo and corporate name at the event.

NAME & TITLE:

SIGNATURE:

DATE:

Please submit your logo to communications@RMAAlberta.com by the corresponding date above for inclusion on applicable materials (i.e. handbook, signage, website, etc.)

RMA will issue invoices after the partnership commitment deadline. **Please do not send payment until you receive an invoice.** GST is not charged on partnership contributions. Partnership opportunities are available on a first-come, first-served basis.

Please return this document to RMA at:

Convention: cindy@RMAAlberta.com

Golf Tournament: golf@RMAAlberta.com

CONVENTION HANDBOOK ADVERTISING OPPORTUNITIES

This is an excellent opportunity for your organization to strengthen its visibility and recognition among municipal decision-makers from across Alberta. By advertising in our convention program handbook, you have the opportunity to create awareness of your organization. The convention program handbook is given to all attendees and will have a distribution of over 700. This is your chance to be a part of this important occasion. Don't miss out!

HANDBOOK SPECIFICATIONS		
5.5" W x 8.5" H coil-bound handbook. All ads are printed full colour on cardstock.		
AD LOCATION & SIZE	APPROVED SUPPLIER RATE	OTHER RATE
Outside Back Cover (5.5" x 8.5", full bleed)	\$750	\$1,000
Inside Front Cover (5.5" x 8.5", full bleed)	\$550	\$750
Inside Back Cover (5.5" x 8.5", full bleed)	\$550	\$750
Full page interior ad – 4.5" x 7.5"	\$400	\$600
1/2 page interior ad – 4.5" x 3.5"	\$250	\$450

NOTES:

- ♦ RMA will determine placement if more than one organization is interested in ads with limited quantities (i.e. high demand for cover ad placement).
- ♦ Rates quoted are based on print-ready material. Additional charges will apply for extra work done by RMA to prepare copy; a minimum charge of \$100 will apply for minor changes.
- ♦ Advertising agency fees will be over and above rates shown herein.
- ♦ Artwork templates may be provided upon request.
- ♦ These charges do not include GST.

CONVENTION HANDBOOK COMMITMENT FORM

ORGANIZATION:		
INVOICING ADDRESS:		
CITY:	PROVINCE:	POSTAL CODE:
SOCIAL MEDIA TAG (IF DESIRED):		

<input type="checkbox"/>	Check box: I agree to provide print-ready material by February 14, 2020 (Spring) or October 2, 2020 (Fall).
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CONVENTION:	Spring 2020 Convention	Fall 2020 Convention		
CIRCLE AD SIZE DESIRED:				
SOLD OUT outside back cover	inside front cover	inside back cover	full page (interior)	half page (interior)

AUTHORIZER'S NAME AND TITLE:	
EMAIL:	PHONE:
SIGNATURE	DATE:

AD REQUIREMENTS

- ♦ Ad must be sized correctly (reference previous page) with 0.25" bleeds and trim marks. All artwork should be at least 300 DPI.
- ♦ The following digital file types will be accepted: TIFF, EPS, PDF, High Resolution JPG.
- ♦ A template can be provided to you with the correct guidelines for print-ready artwork.

SUBMISSION GUIDELINES

- ♦ Scan and email completed form to Cindy Carstairs at cindy@RMAAlberta.com
- ♦ RMA will issue invoices after the sponsorship commitment deadline. **Please do not send payment until you receive an invoice.**
- ♦ Submit ad to communications@RMAAlberta.com

BUSINESS SERVICES DIRECTORY

ADVERTISING OPPORTUNITIES

RMA Business Services is compiling the 2020 RMA Business Services Directory. Collectively, RMA's Business Services group traditional and affinity programs brought in over \$150 million of purchases last year. Strategic marketing and advertising initiatives, such as this directory, have made this scale of purchasing possible.

DIRECTORY SPECIFICATIONS	
6" W x 8.5" H coil-bound directory, with 25 tabbed sections. All ads are printed full colour and full bleed (to the edge) on cardstock. Covers are laminated for durability. Approved supplier list is organized by category of service, with locations and contact information of suppliers is provided.	
AD LOCATION & SIZE: <i>(NOTE: ALL ADS ARE FULL COLOUR)</i>	PRICE <i>(DOES NOT INCLUDE GST)</i>
Back Cover (8.5" H x 6" W)	\$1100
Inside Front Cover (8.5" H x 6" W)	\$900
Inside Back Cover (8.5" H x 6" W)	\$650
Full page – Front of Tab (8.5" H x 5.5" W)	\$550
Full page – Back of Tab (8.5" H x 5.5" W)	\$550
1/2 page – Front of Tab (4.25" H x 5.5" W)	\$350
1/2 page – Back of Tab (4.25" H x 5.5" W)	\$350

NOTES:

- ♦ The directory is distributed to over 900 members and associate members which are Alberta public entities (rural municipalities, urban municipalities, school divisions, water irrigation districts, REAs, etc.), and is featured digitally on our website.
- ♦ Rates quoted are based on print-ready material. Additional charges will apply for extra work done by RMA to prepare copy
- ♦ These charges do not include GST.

BUSINESS SERVICES DIRECTORY COMMITMENT FORM

ORGANIZATION:		
INVOICING ADDRESS:		
CITY:	PROVINCE:	POSTAL CODE:

<input type="checkbox"/>	Check box: I agree to provide print-ready material by January 31, 2020.
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CIRCLE AD SIZE DESIRED:			
outside back cover	inside front cover	inside back cover	
full page (front of tab)	full page (back of tab)	half page (front of tab)	half page (back of tab)
PLEASE SPECIFY PREFERRED AD LOCATION, IF DESIRED:			

AUTHORIZER'S NAME AND TITLE:	
EMAIL:	PHONE:
SIGNATURE	DATE:

WEBSITE OF ORGANIZATION:	
TWITTER (OPTIONAL):	FACEBOOK (OPTIONAL):
LINKEDIN (OPTIONAL):	OTHER (OPTIONAL):

AD REQUIREMENTS

- ♦ Ad must be sized correctly with 0.25" bleeds and trim marks. All artwork should be at least 300 DPI.
- ♦ The following digital file types will be accepted: TIFF, EPS, PDF, High Resolution JPG.
- ♦ A template will be provided to you with the correct guidelines for print-ready artwork upon request

SUBMISSION GUIDELINES

- ♦ Scan and email completed form to Sheila Ashton at sheila@RMAAlberta.com.
- ♦ RMA will issue invoices after the sponsorship commitment deadline. **Please do not send payment until you receive an invoice.**