



PARTNERSHIP OPPORTUNITIES
**VIRTUAL 2021
SPRING
CONVENTION**



RMA
RURAL MUNICIPALITIES
of ALBERTA

PARTNERSHIP INVITATION

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

RMA's partnership opportunities are an excellent way for your organization to gain visibility and recognition with municipal decision-makers from across Alberta.

With the hosting of the 2021 Spring Convention being virtual, 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,



PAUL MCLAUHLIN
RMA President



GERALD RHODES
Executive Director

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VIRTUAL 2021 SPRING CONVENTION PARTNERSHIP SCALE

Spring Convention | March 16 – 17, 2021

BENEFITS	PLATINUM \$5,000 +	GOLD \$4,999–\$3,000	SILVER \$2,999–\$1,500	BRONZE \$1,499 and less
Recognition on social media and on RMA website	✓	✓	✓	✓
Logo displayed on multimedia presentation during convention	full screen	half-screen	one-third screen	quarter-screen
Corporate name and logo featured in mobile application and highlights	✓	✓	✓	name only
Podium acknowledgements	✓	✓	✓	✓
One complimentary convention registration	–	✓	–	–
Two complimentary convention registrations	✓	–	–	–

✓ = included in sponsorship package

SPRING CONVENTION PARTNERSHIP OPPORTUNITIES

PLATINUM / SILVER	Delegate Luncheon (2 Available)		
	Fees:	Option 1: \$4,000 as the exclusive sponsor	Option 2: \$2,000 as an event co-sponsor
	Details:	One hour lunch break for attendees to enjoy ongoing information on rotation and music.	
	Additional Benefits:	<ul style="list-style-type: none"> ◆ Opportunity to show a video or PowerPoint to run at the beginning and end of the break. ◆ Logo is highlighted during break times. 	

PLATINUM	Convention App - Lobby Sponsor (1 Available)		
	Fees:	\$5,000	
	Details:	A mobile application will be used by all delegates as the main platform to host the convention details and relevant documents.	
	Additional Benefits:	<ul style="list-style-type: none"> ◆ Corporate logo will be displayed on the main page of the application. ◆ Include a link to a website or video. 	

GOLD	Keynote Speaker (1 Available)		
	Fees:	\$4,000	
	Details:	Each convention RMA brings in a 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 the keynote speaker. 	

SILVER / PLATINUM	Conference Calling Line Sponsor (3 Available)		
	Fees:	\$2,000 each or all 3 for \$5,000	
	Details:	On-screen timer displayed during the Ministerial Forums or Resolutions. (Length: 1 to 1.5 hrs)	
	Additional Benefits:	<ul style="list-style-type: none"> ◆ Logo shown when the conference line is used. 	

SILVER / PLATINUM

Timer (3 Available)

Fees:	\$2,000 each or all 3 for \$5,000
Details:	On-screen timer displayed during the Ministerial Forums or Resolutions. (Length: 1 to 1.5 hrs)
Additional Benefits:	<ul style="list-style-type: none"> ◆ Logo shown when the timer is used.

BRONZE

Education Sessions (4 Available)

Fees:	\$1,500 each
Details:	60-minute education sessions covering important topics relevant to attendee’s mandates.
Additional Benefits:	<ul style="list-style-type: none"> ◆ Opportunity to introduce session presenters.

BRONZE

Coffee Breaks (2 Available)

Fees:	\$2,000 each
Additional Benefits:	<ul style="list-style-type: none"> ◆ Opportunity to have a video or PowerPoint to run at the start of the break. ◆ Logo is highlighted during break times.



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, Administrative & Convention Coordinator, at: cindy@RMAAlberta.com or 780.955.409

PARTNERSHIP COMMITMENT FORM

PLEASE COMPLETE THE FOLLOWING AND RETURN TO THE RMA BY:

FEBRUARY 26, 2021

(Spring Convention)

CONTACT INFORMATION

COMPANY NAME:

CONTACT NAME:

EMAIL:

PHONE:

FAX:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

THIS PARTNERSHIP OPPORTUNITY IS FOR THE:

VIRTUAL 2021 SPRING CONVENTION

Please specify your preferred partnership opportunity:

\$

\$

TOTAL: \$

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.

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: cindy@RMAAlberta.com