



PARTNERSHIP OPPORTUNITIES

2025



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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 Insurance, Canoe Benefits and the Canoe Procurement Group of Canada).

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

Throughout 2025, there are a wide range of partnership opportunities available at Platinum, Gold, Silver, and Bronze levels. Customized sponsorship benefit packages can also be developed in consultation with the RMA to meet your organization's unique requirements.

For more information regarding the RMA partnership program, please contact Amy Bates at 780.955.8409 or email amy@RMAAlberta.com.

Sincerely,

KARA WESTERLUND

RMA President

DUANE GLADDEN

Executive Director, CEO of the
RMA Group of Companies



RMA

2025 **SPRING
CONVENTION**



PARTNERSHIP SCALE

Spring Convention | March 17 - 19, 2025

BENEFITS	PLATINUM \$10,000+	GOLD \$7,000 TO \$9,999	SILVER \$5,000 TO \$6,999	BRONZE \$2,500 TO \$4,999
Recognition on social media and on the RMA website	✓	✓	✓	✓
Logo displayed on multimedia presentation during convention	Full-screen	Half-screen	One-third-screen	Quarter-screen
Corporate name and logo featured in event website and highlights	✓	✓	✓	Name only
Corporate name and logo recognition on signage throughout convention	✓	✓	✓	Name only
Podium acknowledgements	✓	✓	✓	✓
Acknowledgement of hospitality suite as RMA-sanctioned event	✓	✓	✓	✓
One complimentary convention registration	✗	✓	✗	✗
Two complimentary convention registration	✓	✗	✗	✗

PARTNERSHIP OPPORTUNITIES

PLATINUM	Delegate Luncheon		
	Fees:	Option 1: \$12,000 as the exclusive sponsor (Qualifies of Platinum sponsorship)	Option 2: \$8,000 as an event co-sponsor (Qualifies as Gold sponsorship) 1 Available
	Details:	♦ Opportunity to distribute promotional material (subject to approval by the RMA) ♦ Representatives from organization able to attend sponsored event	
PLATINUM	Registration Desk		
	Fees:	\$15,000 as the exclusive sponsor	
	Details:	♦ Signage posted at the registration desk for entire length of convention ♦ Opportunity to distribute promotional material (subject to approval by the RMA) ♦ Representatives from organization able to attend sponsored event	
PLATINUM	Delegate Breakfast (1 Available)		
	Fees:	Option 1: \$12,000 as the exclusive sponsor (Qualifies as Platinum sponsorship)	Option 2: \$7,000 as an event co-sponsor (Qualifies as Gold sponsorship)
	Details:	♦ Opportunity to distribute promotional material (subject to approval by the RMA) ♦ Representatives from organization able to attend sponsored event	
PLATINUM	Keynote Speaker		
	Fees:	\$10,000	
	Details:	♦ Opportunity to introduce the keynote speaker ♦ Past keynote speakers include: an Olympic gold medallist, renowned politicians, and accomplished entrepreneurs	

GOLD/BRONZE	Timer	
	Fees:	Option 1: \$8,000 for both. (Qualifies as Gold sponsorship) SOLD OUT Option 2: \$3,000 each (Qualifies as Bronze sponsorship) 1 Available
	Details:	Your corporate logo displayed with on-screen timers during the resolutions session and Ministerial Forum.
SILVER	Nametag Lanyard	
	Fees:	\$5,000 SOLD OUT
	Details:	Each delegate receives a name badge attached to a lanyard featuring your corporate logo
SILVER	Wi-Fi	
	Fees:	\$5,000 SOLD OUT
	Details:	- Convention venue will set up plenary hall as a Wi-Fi hotspot for delegates - Ability to direct delegates to sponsor's website
SILVER	Convention Mobile Site	
	Fees:	\$6,000 SOLD OUT
	Details:	- An event website available for all delegates on their smartphones and tablets - All convention details and relevant documents for attendees will be included in the site - Corporate logo and sponsorship recognition on main page of the site
BRONZE	Breakout Sessions (7 Available)	
	Fees:	\$3,000 each
	Details:	90-minute sessions where up to 200 delegates may attend - Opportunity to introduce session presenters

BRONZE	Milk Station (2 Available)	
	Fees:	\$4,000 (Qualifies as Bronze sponsorship)
	Details:	♦ Logo visible at a milk beverage station during breakfast
BRONZE	Daily Coffee Lounge (Up to 3 Available)	
	Fees:	Option 1: \$15,000 (All convention days) (Qualifies as Platinum sponsorship)
		Option 2: \$6,000 (Full day, one available) (Qualifies as Silver sponsorship)
		Option 3: \$3,000 (Half day, three available) (Qualifies as Bronze sponsorship)
	Details:	♦ Coffee and tea provided with corporate signage at all locations
BRONZE	Notepads and Pens (2 Available)	
	Fees:	\$4,000 (Qualifies as Bronze sponsorship)
	Details:	♦ Your logo visible on pens and notepads provided to all delegates
	General	
	Fees:	Unlimited
	Details:	If your organization doesn't see an opportunity that fits, let talk!



RMA

2025 FALL
CONVENTION



PARTNERSHIP SCALE

Fall Convention | November 17 - 20, 2025

BENEFITS	PLATINUM \$10,000+	GOLD \$7,000 TO \$9,999	SILVER \$5,000 TO \$6,999	BRONZE \$2,500 TO \$4,999
Recognition on social media and on the RMA website	✓	✓	✓	✓
Logo displayed on multimedia presentation during convention	Full-screen	Half-screen	One-third-screen	Quarter-screen
Corporate name and logo featured in event website and highlights	✓	✓	✓	Name only
Corporate name and logo recognition on signage throughout convention	✓	✓	✓	Name only
Podium acknowledgements	✓	✓	✓	✓
Acknowledgement of hospitality suite as RMA-sanctioned event	✓	✓	✓	✓
One complimentary convention registration	✗	✓	✗	✗
Two complimentary convention registration	✓	✗	✗	✗

PARTNERSHIP OPPORTUNITIES

PLATINUM / SILVER	Tradeshow Reception	
	Fees:	Option 1: \$10,000 for exclusivity (Qualifies as Platinum sponsorship) Option 2: \$6,000 for co-sponsorship (Qualifies as Silver sponsorship)
	Details:	♦ Reception during the tradeshow for invited special guests, delegates, and suppliers ♦ Opportunity for company representatives to network with delegates ♦ Opportunity to distribute company literature at event (subject to RMA approval)
PLATINUM / GOLD	Delegate Luncheon (2 Available)	
	Fees:	Option 1: \$14,000 as the exclusive sponsor (Qualifies of Platinum sponsorship) Option 2: \$7,500 as an event co-sponsor (Qualifies as Gold sponsorship)
	Details:	♦ Opportunity to distribute promotional material (subject to approval by the RMA) ♦ Representatives from organization able to attend sponsored event ♦ Opportunity to have signage in the Hall Foyer during lunch
PLATINUM / GOLD	Delegate Breakfast (2 Available)	
	Fees:	Option 1: \$14,000 as the exclusive sponsor (Qualifies as Platinum sponsorship) Option 2: \$7,000 as an event co-sponsor (Qualifies as Gold sponsorship)
	Details:	♦ Opportunity to distribute promotional material (subject to approval by the RMA) ♦ Representatives from organization able to attend sponsored event ♦ Opportunity to have signage in the Hall Foyer during breakfast
PLATINUM	Keynote Speaker	
	Fees:	\$10,000 (Qualifies as Platinum sponsorship) SOLD OUT
	Details:	♦ Opportunity to introduce the keynote speaker ♦ Past keynote speakers include: an Olympic gold medallist, renowned politicians, and accomplished entrepreneurs

PLATINUM	Registration Desk	
	Fees:	\$15,000 as exclusive sponsor.
	Details:	♦ Signage posted for entire convention ♦ Opportunity to distribute promotional material (subject to approval by the RMA) ♦ Representatives from organization able to attend sponsored event
GOLD / BRONZE	Timer (3 Available)	
	Fees:	Option 1: \$8,000 for all three. (Qualifies as Gold sponsorship) Option 2: \$3,000 each (Qualifies as Bronze sponsorship)
	Details:	♦ Your corporate logo displayed with on-screen timers during the resolutions session and Ministerial Forum
SILVER	Tradeshow Coffee Station	
	Fees:	\$5,000
	Details:	♦ Coffee and tea provided throughout tradeshow with corporate signage at all locations
SILVER	Nametag Lanyard	
	Fees:	\$5,000
	Details:	♦ Each delegate receives a name badge attached to a lanyard featuring your corporate logo
SILVER	Wi-Fi	
	Fees:	\$5,000
	Details:	♦ Convention venue will set up plenary hall as a Wi-Fi hotspot for delegates ♦ Ability to direct delegates to sponsor's website

SILVER	Convention Mobile Site	
	Fees:	\$6,000 (Qualifies as Silver sponsorship)
	Details:	♦ An event website available for all delegates on their smartphones and tablets ♦ All convention details and relevant documents for attendees will be included in the site ♦ Corporate logo and sponsorship recognition on main page of the site
BRONZE	Breakout Sessions (3 Available)	
	Fees:	\$3,000 each (Qualifies as Bronze sponsorship)
	Details:	♦ 60 or 90-minute sessions where up to 200 delegates may attend ♦ Opportunity to introduce session presenters
BRONZE	Milk Station (2 Available)	
	Fees:	\$4,000 (Qualifies as Bronze sponsorship)
	Details:	♦ Logo visible at a milk beverage station during breakfast
BRONZE	Notepads and Pens (1 Available)	
	Fees:	\$4,000 (Qualifies as Bronze sponsorship)
	Details:	♦ Your logo visible on pens and notepads provided to all delegates
BRONZE	Daily Coffee Lounge (Up to 5 Available)	
	Fees:	Option 1: \$15,000 (All convention days) (Qualifies as Platinum sponsorship)
		Option 2: \$6,000 (Full day, 1 available) (Qualifies as Silver sponsorship)
		Option 3: \$3,000 (Half day, 1 available) (Qualifies as Bronze sponsorship)
	Details:	♦ Coffee and tea provided with corporate signage at all locations



General	
Fees:	Unlimited
Details:	If your organization doesn't see an opportunity that fits, let talk!

2025
CHARITY GOLF
TOURNAMENT

PARTNERSHIP SCALE

We are excited to invite you to sponsor our 2025 Charity Golf Tournament. This year, we have created a handful of limited sponsor packages listed on this page, in addition to our traditional opportunities on the subsequent pages. If you have any questions, please don't hesitate to contact Sheila Ashton, Canoe Business Services Coordinator, at sheila@canoeprocurement.ca.

Please note that all sponsorships are available on a first-come, first-served basis.

BENEFITS	PLATINUM \$5,000+ (ONE AVAILABLE)	GOLD \$3,000 - \$4,999 (THREE AVAILABLE)	SILVER \$2,500 - \$2,999 (FIVE AVAILABLE)	BRONZE \$500 - \$2,499 (19 AVAILABLE)
Opportunity to include promotional items in participant bags*	✓	✓	✓	✓
Recognition on Website	✓	✓	✓	✓
Four golfer registrations	✓	✗	✗	✗
Two golfer registrations	✗	✓	✓	✗
One golfer registration	✗	✗	✗	✓

*Please provide a quantity of at least 125 items for participant bags.

PARTNERSHIP OPPORTUNITIES

PLATINUM	Premium Platinum Hole Sponsorship	
	Fees:	\$5,000
	Details:	♦ Be front and centre to all participants as our leading sponsor for the event with special hole signage and signage at entrance to registration. ♦ At own expense, can provide food and/or beverages to golfers as they come through ♦ Spend the day networking with attendees
GOLD	Premium Gold Hole Sponsorship	
	Fees:	\$3,500
	Details:	♦ Be front and centre to all participants for the event with special hole signage and signage at entrance to registration. ♦ At own expense, can provide food and/or beverages to golfers as they come through ♦ Spend the day networking with attendees
GOLD	Golf Balls (1 Available)	
	Fees:	\$3,250
	Details:	♦ Have your company's logo printed on the golf balls (alongside Canoe's logo) that will be distributed to all participants. ♦ Includes two golfer registrations.
GOLD	Dinner (1 Available)	
	Fees:	\$3,000
	Details:	♦ Get your company announced as the sponsor for the evening's delicious steak dinner to all participants, along with special signage displayed at mealtime. ♦ Includes two golfer registrations.

SILVER	Premium Silver Hole Sponsorship	
	Fees:	\$2,500
	Details:	◆ Be front and centre to all participants for the event with special hole signage and signage at entrance to registration. ◆ At own expense, can provide food and/or beverages to golfers as they come through ◆ Spend the day networking with attendees
SILVER	Breakfast (1 Available)	
	Fees:	\$2,500
	Details:	◆ Highlight your company as the sponsor of a hearty breakfast, along with special mealtime signage, before the participants hit the course in the morning. ◆ Includes two golfer registrations.
SILVER	Lunch (1 Available)	
	Fees:	\$2,500
	Details:	◆ Highlight your company as the sponsor of a hearty lunch, along with special mealtime signage, before the participants hit the course in the morning. ◆ Includes two golfer registrations.
SILVER	Golf Carts (1 Available)	
	Fees:	\$2,500
	Details:	◆ Be front and centre to all participants with special signage as they pick up and drop off their carts for the day. ◆ Includes two golfer registrations.
SILVER	Swag Bags (1 Available)	
	Fees:	\$2,500
	Details:	◆ Have your company's logo travel around with each participant by getting it printed on the tournament's swag bags. ◆ Includes two golfer registrations.



BRONZE	Premium Bronze Hole Sponsorship	
	Fees:	\$1,200
	Details:	◆ Be front and centre to all participants for the event with special hole signage ◆ At own expense, can provide food and/or beverages to golfers as they come through coordinated with the course ◆ Spend the day networking with attendees
BRONZE	Golf with Canoe/RMA Manager of Your Choice	
	Fees:	\$500
	Details:	◆ Golf with an RMA/Canoe manager or board member; choose someone from our team to play on your team for the day
BRONZE	Signage Sponsorship (1 Available)	
	Fees:	Providing the printing of our signage for the tournament up to \$1,500
	Details:	◆ Your logo can be on the back of each sign ◆ Recognition as sign sponsor

PARTNERSHIP COMMITMENT FORM

PLEASE COMPLETE THE FOLLOWING FORM AND RETURN TO THE RMA BY:

FEBRUARY 1, 2025

Spring Convention

MAY 1, 2025

Golf Tournament

OCTOBER 1, 2025

Fall Convention

CONTACT INFORMATION

COMPANY NAME:

CONTACT NAME:

EMAIL:

PHONE:

FAX:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

PLEASE SPECIFY YOUR PREFERRED PARTNERSHIP OPPORTUNITY:

EVENT:

SPONSORSHIP:

COST:

TOTAL:

ARE YOU HOSTING A HOSPITALITY SUITE? (CONVENTION ONLY):

EVENT:

☐

YES

☐

NO

DATE:

TIME:

LOCATION:

DO YOU REQUIRE ANY MEMBERS OF YOUR COMPANY TO BE REGISTERED FOR THE EVENT? (CONVENTION ONLY):

☐

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: amy@RMAAlberta.com