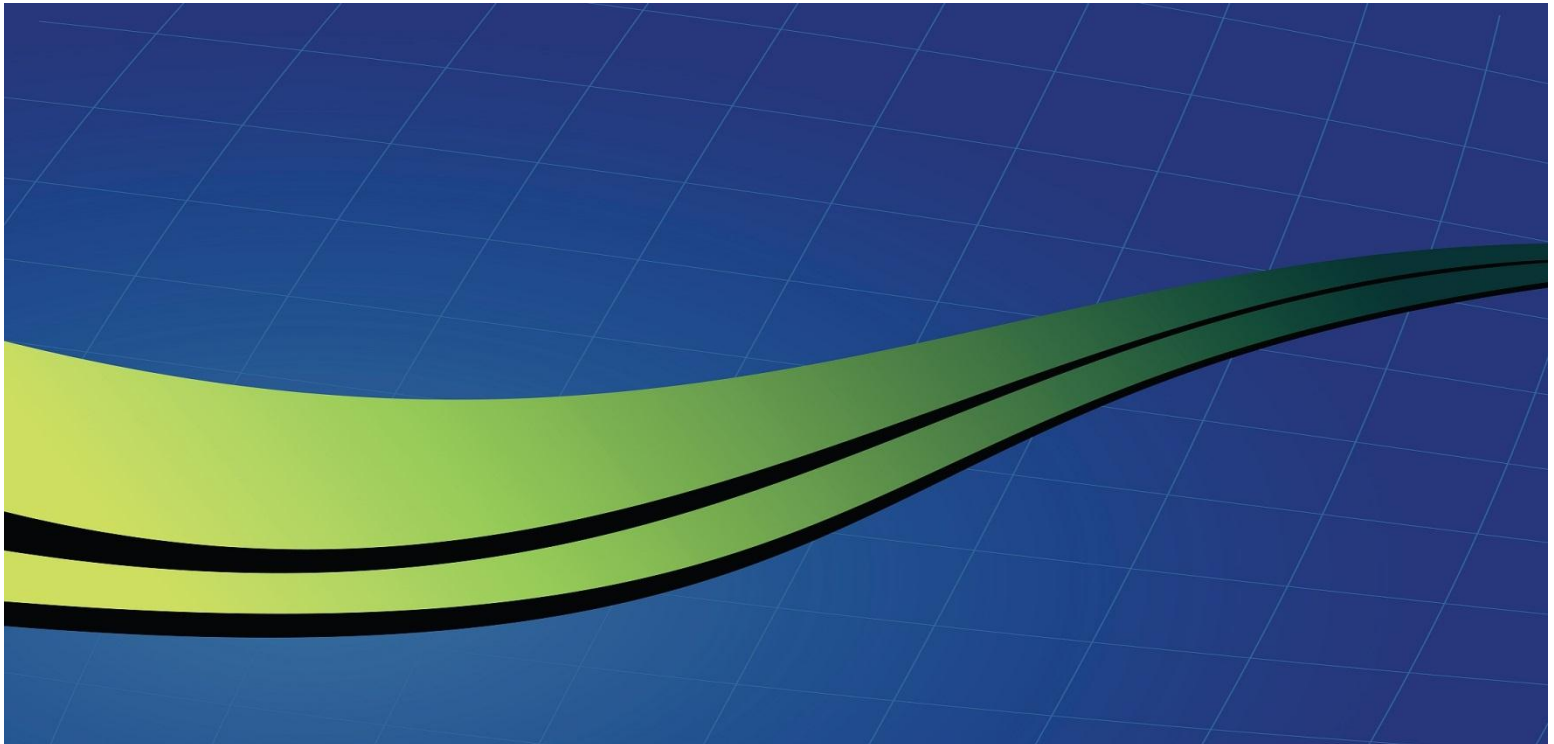




# UNSM 2016 Fall Convention

## SPONSORSHIP PACKAGE

[www.unsm.ca](http://www.unsm.ca)



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## 2016 Annual Convention Sponsorship Package

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The UNSM is the voice of Municipal Government in Nova Scotia.

The UNSM Conference is the major gathering of municipal decision makers in Nova Scotia with approximately 325 individuals attending. Our group consists of the Mayors, Wardens and Councillors for the Province of Nova Scotia. We also attract senior staff members from the municipalities as well as Provincial Ministers and staff.

This is a prime opportunity to enhance your organization's/company's visibility within the municipal community. This is a particularly great year to attend the UNSM Conference with the Municipal Elections taking place in October. You will be able to network with returning and newly elected municipal officials.

If you are interested in sponsoring, please contact Judy Webber, Event Planner, at (902)423-7417 or email [jwebber@unsm.ca](mailto:jwebber@unsm.ca).

### **Note to Prospective Sponsors:**

The following document outlines sponsorship opportunities for the UNSM Fall Convention. During the convention, there are many events to sponsor—these are outlined at the beginning of this document. There are five levels of sponsorship *Presenting, Premier, Partner, Supporter & Contributor*. The levels of sponsorship and their benefits are outlined in this document. The benefits outlined in this package are subject to change; however, every effort will be made to accommodate sponsors who have expressed interest prior to any such change.

### **Conference Dates & Location:**

**November 30<sup>th</sup> – December 2<sup>nd</sup>, 2016 – [The Westin Nova Scotian Hotel](#), 1801 Hollis Street, Halifax NS**

# Presenting Level Sponsorship

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The Presenting sponsorship is the highest level of sponsorship. The Conference Planning Committee and UNSM staff will work with you to give your organization/company premium exposure. The Presenting Sponsor will be recognized as the official sponsor of the entire event.

**NOT AVAILABLE - SOLD**

**As the Presenting Level Sponsor, you will receive:**

## Printed Media

1. Prominent corporate logo recognition on cover page of Conference Program
2. Full Page advertisement on the **outside back cover** of the final Conference Program
3. Corporate logo displayed on signage at entrance to Official Opening Session
4. Corporate name and logo recognition on sponsor signage throughout the Convention

## Speaking

5. Opportunity to address delegates for five minutes at the opening ceremonies
6. Opportunity to host a concurrent session during event (must have a municipal focus)

## Networking

7. Complimentary exhibit booth in prime location (\$1100 value)
8. Eight seats at Official Opening Session
9. Four complimentary tickets to the Annual Banquet (\$260 value)
10. Two complimentary tickets for Wednesday Luncheon (\$70 value)
11. Two complimentary tickets for Thursday Luncheon (\$70 value)
12. Complimentary registration for two representatives to attend all business and social functions (\$900 value)

## Advertising

13. Distribution of promotional flyer/brochure in UNSM Conference Kits
14. Corporate logo recognition, with link on UNSM's convention website
15. Special recognition of your support at the Opening and Closing Ceremonies
16. Banner placement in registration area
17. Corporate logo – single slide – in Conference PowerPoint Loop

**Sponsor investment: \$ 8,000.00**

# Premier Level Sponsorship

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## Keynote Address – December 1<sup>st</sup>, 2016

As a Premier Level Sponsor, you will receive:

### Printed Media

1. Corporate logo recognition in the conference program
2. Full Page black and white advertisement in conference program – provided by sponsor
3. Corporate logo displayed on signage at entrance to the Keynote Address
4. Corporate name and logo recognition on main sponsor signage in registration area

### Speaking

5. Opportunity to address delegates for 3-5 minutes just prior to Keynote Address & introduce Keynote Speaker

### Networking

6. Complimentary exhibit space in prime location (\$1000 value)
7. Unlimited representatives at Keynote Address
8. Four complimentary tickets to the Annual Banquet (\$260 value)
9. Four complimentary tickets for Wednesday Luncheon (\$140 value)
10. Four complimentary tickets for Thursday Luncheon (\$ 140 value)

### Advertising

11. Distribution of promotional flyer/brochure in UNSM Conference Kits
12. Corporate logo recognition, with link on UNSM's convention website
13. Special recognition of your support at the Keynote Address
14. Corporate logo on conference sponsor PowerPoint slide

**Sponsor investment: \$ 6,000.00**

# Premier Level Sponsorship

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**Thursday, December 1<sup>st</sup>, 2016, Luncheon**

**As a Premier Level Sponsor, you will receive:**

## Printed Media

1. Corporate logo recognition in the Conference Program
2. Full Page black and white advertisement in Conference Program – provided by sponsor
3. Corporate logo displayed on signage at entrance to the Luncheon
4. Corporate name and logo recognition on main sponsor signage in registration area

## Speaking

5. Opportunity to address delegates for 3-5 minutes just prior to the Luncheon

## Networking

6. Complimentary exhibit space in prime location (\$1100 value)
7. Four complimentary tickets to the Annual Banquet (\$260 value)
8. Four complimentary tickets for Wednesday Luncheon (\$140 value)
9. Four complimentary tickets for Thursday Luncheon (\$140 value)

## Advertising

10. Distribution of promotional flyer/brochure in UNSM Conference Kits
11. Corporate logo recognition, with link on UNSM's convention website
12. Special recognition of your support at the Luncheon
13. Corporate logo on conference sponsor PowerPoint slide

**Sponsor investment: \$ 6,500.00**

# Partner Level Sponsorship

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**Opening Meet & Greet Reception – November 29<sup>th</sup>, 2016 - 7:00 p.m. – 8:30 p.m.**

**As a Partner Level Sponsor, you will receive:**

## Printed Media

1. Corporate logo recognition on in the Conference Program
2. Full Page black and white advertisement in Conference Program
3. Corporate logo displayed on signage at entrance to Reception
4. Corporate name and logo recognition on main sponsor signage in registration area
5. Corporate name and logo recognition on tent-fold cards at Reception

## Speaking

6. Opportunity to bring greetings to the delegates at the Reception

## Networking

7. Complimentary exhibit booth in prime location (\$1100 value)
8. Unlimited representatives at the Reception
9. Two complimentary tickets to the Annual Banquet (\$130 value)
10. Two complimentary tickets for Wednesday Luncheon (\$70 value)
11. Two complimentary tickets for Thursday Luncheon (\$70 value)

## Advertising

12. Distribution of promotional flyer/brochure in UNSM Conference Kits
13. Corporate logo recognition, with link on UNSM's convention website
14. Special recognition of your support at the Reception
15. Corporate logo on conference sponsor PowerPoint slide

**Sponsor investment: \$ 5,000.00**

# Partner Level Sponsorship

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Early Morning Clinic, Friday, December 2<sup>nd</sup> - 8:00 a.m. – 9:00 a.m.

**NOT AVAILABLE - SOLD**

As a Partner Level Sponsor, you will receive:

## Printed Media

1. Corporate logo recognition in the Conference Program
2. Full Page black and white advertisement in Conference Program – provided by sponsor
3. Corporate logo displayed on signage at entrance to the Clinic
4. Corporate name and logo recognition on main sponsor signage in registration area

## Speaking

5. Opportunity to host Early Morning Clinic to delegates on topic of choice with tie-in to municipal government (1 hour time-frame)
6. Continental Breakfast provided by UNSM

## Networking

7. Complimentary exhibit space in prime location (\$1100 value)
8. Unlimited representatives at Clinic
9. Two complimentary tickets to the Annual Banquet (\$130 value)
10. Two complimentary tickets for Wednesday Luncheon (\$75 value)
11. Two complimentary tickets for Thursday Luncheon (\$75 value)

## Advertising

12. Distribution of promotional flyer/brochure in UNSM Conference Kits
13. Corporate logo recognition, with link on UNSM's convention website
14. Special recognition of your support at the Clinic
15. Corporate logo on conference sponsor PowerPoint slide

**Sponsor investment: \$ 4,500.00**

# Supporter Level Sponsorship

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## One day of Coffee Breaks

**Currently only one day available**

**As a Contributor Level Sponsor, you will receive:**

### Printed Media

1. Corporate logo recognition in the Conference Program
2. Corporate logo displayed on signage in break area
3. Corporate name and logo recognition on main sponsor signage in registration area

### Networking

4. Two complimentary tickets for Wednesday Luncheon (\$75 value)
5. Two complimentary tickets for Thursday Luncheon (\$75 value)

### Advertising

6. Distribution of promotional flyer/brochure in UNSM Conference Kits
7. Corporate logo recognition, with link on UNSM's convention website
8. Corporate logo on conference sponsor PowerPoint slide
9. Verbal acknowledgement of sponsorship to full delegation throughout the day

**Sponsor investment: \$ 2,500.00**



## Contributor Level Sponsorship Options

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### Concurrent Workshops

**Fee: \$1,500**

#### Details...

- Two workshops will be running at the same time, 100+ delegates will attend each.

#### Additional Sponsoring Benefits...

- Opportunity to introduce speaker to delegates
  - Corporate and logo recognition on signage in room and on UNSM website
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### Refreshment Breaks

**Fee: \$850/break**

#### Details...

- Ongoing recognition throughout conference and trade show; refreshments provided.

#### Additional Sponsoring Benefits...

- Corporate signage at all refreshment service locations
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### Cash Donation

**Fee: \$500**

#### Additional Sponsoring Benefits...

- Corporate signage displayed on website and Conference Program

*Additional Terms and Conditions:*

*The benefits outlined in this package are subject to change; however every effort will be made to accommodate sponsors who have submitted forms prior to any such change. Once committed to, any withdrawals of sponsorship must be received in writing prior to 4:00pm (AST) on October 14<sup>th</sup>, 2016, to be eligible for a refund; otherwise the entire amount will be billed.*

Further Information: Judy Webber, Event Planner [jwebber@unsm.ca](mailto:jwebber@unsm.ca), (902) 423-7417