



2021
Sponsorship Package

This document provides a brief overview of GFOA Alberta, its mission, and the purpose and benefits of sponsorship participation.

https://www.gfoa.ab.ca/sponsorship_registration.php

Government Finance Officers Association – GFOA Alberta

Who is GFOA Alberta?

The Government Finance Officers Association – GFOA Alberta is a professional association of Finance Officers focused on Municipal finance issues. The Association is directed by a volunteer Executive Board, three volunteer Task Forces, an Executive Director and Executive Administrator. The Association has over 1100 active members representing 190 Municipalities and other related entities throughout the province of Alberta.

Our Vision and Mission

GFOA Alberta is the leader in Municipal financial strategies, policies and practices that inspire spirited leadership and well-informed management in municipal government.

GFOA Alberta inspires leadership and promotes excellence in municipal financial management by facilitating professional development and networking, and by providing guidance on emerging municipal finance issues, for the benefit of our members and their organizations.

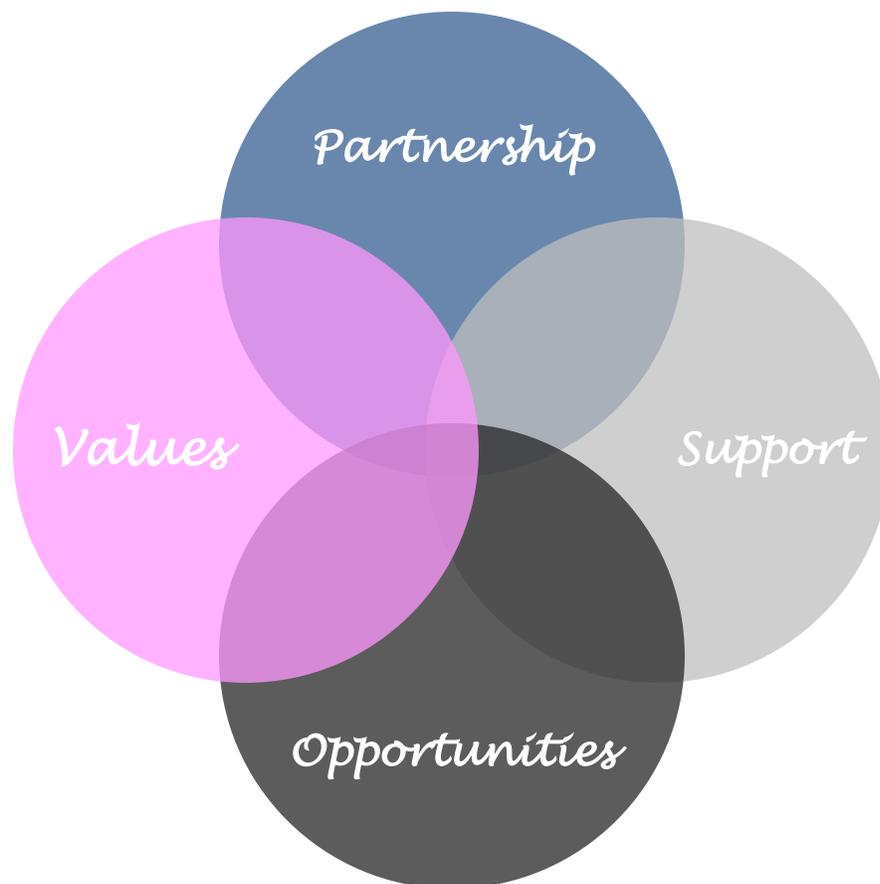
What are the Benefits of Sponsorship?

- To provide recognition of the sponsor's commitment as an involved and supportive business organization to the development of best practices in municipal financial governance.
- To provide corporate visibility and accessibility to municipal government finance decision-makers.
- To provide the opportunity for sponsors to interact and network personally and directly with municipal government finance officers during functions and professional development events such as conferences.
- To provide an opportunity to serve as a speaker at conferences where the program agenda warrants.

Note: The membership list is not distributed for promotional or marketing purposes.

What is the Purpose of Sponsorship?

- ▲ To encourage and develop mutually beneficial partnerships and opportunities in the field of municipal financial governance.
- ▲ To partner with individuals and organizations whose image, product, or services compliment and reinforce the Association's Vision and Mission, with the goal of promoting best practices.
- ▲ To maintain and support the Association's key values of integrity, accountability and transparency.
- ▲ To provide funding for the ongoing financial support of the Association.



An Introduction to the GFOA sponsorship opportunity

GFOA Alberta is a community of diverse perspectives, bound by a common vision to support the needs of public sector finance professionals. We are an organization made up of municipal CFOs, CAOs, Controllers, Corporate Services Professionals, and other important, decision making finance and accounting professionals. Today our organization boasts over 1,100 members and serves a pivotal role in ensuring the financial well being of local government in our province. The growth and vitality that we have realized, especially in recent years, bears witness to the ever-increasing value of our products and services. Built on member education and networking opportunities, GFOA Alberta is a mission-driven organization that supports members through communications, education, networking, and leadership.

Firstly, I'd like to note that our annual conference, tradeshow and golf tournament is our flagship event and will always provide significant value to sponsors, but our association is looking at a sponsorship model that can provide year-round sponsorship value over and above a single event. This new direction will evolve over time, and we look forward to working with sponsors on a model that fits this mold. While the prospect of visibility draws in industry leaders, it is the value of an alliance with our association and our members that keep our sponsor-partners close. GFOA sponsorship is a pathway to *THE* primary group of engaged municipal and municipally related finance and accounting professionals in the province of Alberta. As a sponsor, you will unlock considerable opportunities, spark powerful conversations, and bring visibility to your brand. An investment in a GFOA sponsorship yields an ROI that goes beyond brand exposure and filling your sales pipeline. It creates an environment that will help your organization to cement long term and meaningful relationships with association members. Sponsors will benefit from tactics that enhance marketing strategies and amplify influence. Let a GFOA sponsorship expand your reach and help ensure that you are at the center of municipal finance's most important conversations.

I look forward to further discussions with you on how we can work together.

Sincerely,



David Johnson
Executive Director, GFOA Alberta

October 3rd – October 6th , 2021



***Finding Silver Linings Through Adversity –
Let's Move Forward Together***

The Conference will include a variety of keynote speakers, professional development sessions, trade show, golf tournament, and networking events for our attendees.

Sunday, October 3rd

Golf Tournament – Banff Springs Golf Course
Welcome Reception
Special Announcements
Mix & Mingle

Monday, October 4th

Keynote Speaker
Technical Workshops
Trade Show
Networking Sessions - opportunity for your own, hosted Sponsor Reception*
(*Diamond and Gold Sponsors only)

Tuesday, October 5th

Technical Workshops
Trade Show
Networking Sessions
Annual General Meeting
Annual Banquet

Wednesday, October 6th

Featured Speakers
Networking Sessions



SPONSORSHIP PACKAGE 2021

Keynote Speakers

Harnarayan Singh



Play-by-Play Commentator, Hockey Night in Canada National Bestselling Author

Born and raised in small-town Alberta, Harnarayan Singh has risen through the broadcast ranks as a prominent media personality in Canada's favourite sport, challenging the status quo along the way.

Since his "Bonino, Bonino, Bonino" call on Hockey Night Punjabi during the Pittsburgh Penguins 2016 Stanley Cup run and with over 700 games of experience as an NHL broadcaster, Harnarayan's story has spread throughout the hockey world, allowing him to host games and commentate 'Play-by-Play' for Sportsnet in English on a national level. As the NHL aims to grow the game in new markets and diversify its fan base, Harnarayan symbolizes the power sport has to unite people.

His growing list of accomplishments includes broadcasting over 700 NHL games and being named a recipient of the Meritorious Service Medal by the Governor-General of Canada. Harnarayan is the winner of the Brian Williams Media Award from the Ontario Sports Hall of Fame, along with an ambassadorship for the Chevrolet Good Deeds Cup. He serves on the NHL's Fan Inclusion Committee as well as a part of the Herb Carnegie Initiative, with the focus of making the sport a more welcoming place for everyone. Harnarayan also serves on the board of HEROS, a charity that uses hockey as a mentorship tool for at-risk youth

His recent memoir, 'One Game At A Time' – My Journey From Small-Town Alberta to Hockey's Biggest Stage became an instant national bestseller, providing inspiration to countless others through his journey of defying the odds.

Harnarayan lives in Calgary with his wife and two young children.



Michael Kerr



Author, Canadian Speaking Hall of Fame Inductee, Motivational Speaker

Michael Kerr – “The Workplace Energizer!” - is a Hall of Fame speaker who travels the world researching, writing, and speaking about inspiring workplace cultures and inspiring leadership. Michael’s ideas on building great workplaces have been featured in hundreds of publications worldwide, while his Inspiring Workplaces blog has been listed as one of the top-30 workplace blogs in the world.

He is also the author of 8 books, including, “The Jerk-Free Workplace: How You Can Take the Lead to Create a Happier, More Inspiring Workplace,” “The Humor Advantage: Why Some Businesses Are Laughing all the Way to the Bank,” and “Hire, Inspire and Fuel Their Fire: How to Recruit, Onboard, and Train New Employees to Live Your Culture Out Loud.”



Major Sponsor – Annual Benefits

 gfoaalberta <small>government finance officers association</small>	Diamond	Gold	Silver	Bronze
ANNUAL BENEFITS				
Featured as a monthly E-Newsletter Sponsor	2x per year	1x per year	1x per year	If available
Recognition on GFOA website with links to your site	✓	✓	✓	✓
Regular GFOA social media recognition as a sponsor	✓	✓	✓	✓
Opportunity to sponsor content in the GFOA monthly E-Newsletter	✓	✓	✓	✓
Opportunity to introduce GFOA live webinars during the year	2x per year	1x per year		

Major Sponsor – Conference Benefit

 gfoaalberta <small>government finance officers association</small>	Diamond	Gold	Silver	Bronze
CONFERENCE BENEFITS				
Exhibitor space at the Alberta conference trade show at no additional cost.	1 trade booth included	1 trade booth included	75% discount	50 % Discount
Golf Tournament Registration	3 Golf Tournament Registrations	2 Golf Tournament Registrations	1 Golf Tournament Registration	1 Golf Tournament Registration
Acknowledged in the conference program using your corporate logo.	✓	✓	✓	✓
Coloured ad in the conference program.	Full-page Ad	½ Page Ad	¼ Page Ad	Business card Sized Ad
Ability to drive traffic through the conference app	✓	✓	✓	✓
Conference Delegate Registration	3 Delegates	2 Delegates	1 Delegate	
Opportunity for concurrent introduction(s).	As many as are available	One session	One session	
Separate opportunities to submit a <i>Sponsor Speaker Opportunity Form</i> should you wish to be considered for a concurrent session speaking spot.	2 Opportunities	1 Opportunity	If Available	
Banner Ad within the conference app.	✓	✓		
Host an official sponsor-delegate reception/open house event.	✓	✓		
First choice opportunity to introduce one of the Keynote speakers.	✓			
Recognized Sponsor for the Opening Night Reception with an opportunity to speak and full logo on display.	✓			
Total Sponsorship Fee	\$20,000	\$10,000	\$7,000	\$5,000

Additional Sponsoring Opportunities

	Cost	Benefit
Keynote Speaker Introduction for both (If available, right of first refusal goes to Diamond Sponsors)	\$8,500	<ul style="list-style-type: none"> • Logo recognition • Verbal recognition by the MC • Introduction of the speaker and your company
Wine at the Gala Dinner	\$7,000	<ul style="list-style-type: none"> • Logo loop during the duration of the reception • Verbal recognition by the MC • Tent cards at each table recognizing your contribution • An opportunity to speak
Networking Lunch Day 1	\$4,500	<ul style="list-style-type: none"> • Logo loop • Verbal recognition by the MC • Opportunity to speak about the company and services provided (10 min. max)
Networking Lunch Day 2	\$4,500	<ul style="list-style-type: none"> • Logo loop • Verbal recognition by the MC • Opportunity to speak about the company and services provided (10 min. max)
Registration Desk (Exclusive)	\$2,500	<ul style="list-style-type: none"> • Company Signage displayed at the Registration desk
Breakfast Day 1	\$2,500	<ul style="list-style-type: none"> • Logo loop during the duration of the breakfast • Verbal recognition by the MC
Breakfast Day 2	\$2,500	<ul style="list-style-type: none"> • Logo loop during the duration of the breakfast • Verbal recognition by the MC
Networking Coffee Breaks	\$2,500	<ul style="list-style-type: none"> • Logo Loop at every break • Verbal recognition by the MC
Customized	Variable or value in kind	<ul style="list-style-type: none"> • We can work with you to find a sponsorship level that fits your organization.

GFOA Alberta Annual Golf Event – Banff Springs Golf Course

Golf Title Sponsorship - \$4,000

Includes:

- Logo loop during registration & at the dinner reception
- Verbal Recognition by the MC throughout the day
- Opportunity to speak about the company and services provided
- Opportunity to display your company at the registration area (tent, activity, wares)

Individual Hole Sponsorship, holes 1-18 (exclusive) - \$400

We are very excited to offer hole sponsorships. It is a great way to showcase your business and network on the golf course. As hole-sponsors you may choose to provide an interactive activity or special “draw” and/or treats and foods at your hosted hole. Includes a table and 2 chairs. Must have persons attend to the hole. You provide staff, signage and an activity to engage the golfers.

Includes:

- Opportunity to display your company and provide giveaways at the hole
- Signage with your company’s logo at one-hole tee off on the golf course
- Mix and mingle with municipal professionals

Golf Cart Sponsorship - \$2,000

Includes:

- Logo signage on all golf carts
- Verbal Recognition by the MC

Golf Balls Sponsorship - \$2,000

Includes:

- Your company logo and GFOA’s logo on sleeve of balls
- Verbal Recognition by the MC

Transportation/Bus Sponsor - \$1,500

Includes:

- Logo signage on the bus
- Verbal Recognition by the MC

Event Brochure Advertising

Business card, colour ad, \$750

¼ page, colour ad \$1,000

½ page, colour ad \$1,500

Full-page, colour ad \$2,500

Trade Show Exhibitor

Investment.....\$2,400

Overall Conference Benefits

- Feature your company's products and services at the Alberta Annual Conference.
- Participation in the conference (keynote speakers, etc.)
- Learn about the municipal decision-making processes.

Included in your exhibitor fees are:

- All meals, including the Gala dinner, for two representatives.
- Networking with all delegates.
- Invitation to Sponsors and Exhibitors appreciation reception.

An exhibitor layout will be sent to those that are interested, with a typical booth being eight feet by eight feet or similar dimensions.

Please refer to the complete Exhibitor package for all details.

While Registering On-line, Please Consider the Following

For those sponsors that choose to take advantage of the Diamond, Gold, Silver and Bronze levels, be aware there are some cross-over (added benefits) from the Additional Opportunities Sections. If you would like to complement additional items to your sponsorship, and would like added exposure, you are free to do so at your discretion.

In addition, for those sponsors only interested in purchasing the Additional Sponsoring Opportunities, feel free to choose from the many options within the Additional Sponsorship Opportunities Section (as indicated above) on the right-hand side of the online registration page. It is not compulsory to join a regular sponsor level, so choose **“In lieu of Formal Sponsorship Investment”** from the levels shown on the left-hand side of the online registration page prior to selecting options in the **“Additional Sponsorship Opportunities”**.

2020 Annual Conference Sponsor Speaker Opportunities

Proposals for topics and speakers for the 2021 GFOA Alberta Conference are now being accepted. We will notify you via e-mail when your submission is selected.

Note: As part of the conference experience for all delegates we ask all sponsors to give permission for GFOA Alberta, to post their presentation to the website after the conference has concluded.

Session Idea – List a suggested session title
Speaker Suggested
Suggested length for session (choose one)
<ul style="list-style-type: none">• 45 minutes• 75 minutes
Session Description – Include speaker fees if any
Target Audience (e.g. Collector, Finance Officer, Small Community, Regional District, etc.)
Audio Visual Requirements (you may choose more than one)
<ul style="list-style-type: none">• Projector and Screen• Laptop computer• Handheld microphone• Lapel microphone• Speakers for sound• DVD or other media equipment