

## NORTHWESTERN ONTARIO MUNICIPAL ASSOCIATION

### POLICY REGARDING SPONSORSHIP

Policy Number: A003

#### Policy Statement

The Northwestern Ontario Municipal Association seeks the financial support from various firms and organizations to sponsor Association events or activities and it is therefore desirous to establish guidelines for these sponsorships.

#### I. Levels of Sponsorship & Recognition

The following levels of sponsorship are established and shall be given the recognition as outlined:

Amount	Sponsor Designation	Recognition
\$500	Event Supporter	Name of organization in official program
\$700	Refreshment Break	Name of organization in official program and recognition during refreshment break (sign at coffee table)
\$1000- \$2,999	Bronze/Entertainment	Name of organization in official program, recognition during entertainment, and 1 full registration plus an additional dinner ticket
\$3,000- \$4,999	Gold/Lanyard	There is one lanyard opportunity to display your logo on the nametag lanyards and receive 2 full registrations plus 2 additional dinner tickets. All other gold sponsors will receive 3 full registrations plus 3 additional dinner tickets. All given banner location on the stage.
\$5,000- \$9,999	Platinum/Speaker	Recognition as speaker sponsor. 4 full registrations plus 4 additional dinner tickets as well as a speaking opportunity to address delegates on the conference agenda. Trade Show booth included.
\$10,000+	Diamond/Keynote	Recognition as main keynote speaker sponsor. 5 full registrations plus 5 additional dinner tickets as well as a speaking opportunity to address delegates on the conference agenda. Trade Show booth included.

1. Diamond/keynote and platinum/speaker sponsors will be allowed to display the firm's banner for the duration of the Conference and up to a 15-minute speaking opportunity to address delegates.

2. Gold/Lanyard sponsors will be allowed to display the firm's banner for the duration of the Annual General Meeting.
3. Diamond/Keynote, platinum/speaker, gold/lanyard may have their company logo on the official program (1 square inch) as provided by the sponsor. All other sponsors and prize donators will be listed under their respective sponsorship category in the official program.
4. All sponsors will be included in our sponsorship slides that will be played throughout the conference, listed on the NOMA website, conference correspondence with a link to your website, and appear of the official program under the appropriate category.
5. Gifts or prizes received will be listed in accordance with the value or worth of the prize but the donor shall not be entitled to the registration packages or additional dinner tickets. Prizes valued at less than sponsor levels will be listed as prize donors.
6. If a firm/organization is a "bronze/entertainment", "gold/lanyard", "platinum/speaker", or "diamond/keynote" sponsor, registration of additional persons from the firm to be the same as a member registration rate. If the contribution is less than the "bronze" the registration fee to be at the commercial rate as provided in the policies respecting the AGM.

*Approved by the Board of Directors - June 20, 2003 - City of Thunder Bay*

*Amended by the Board of Directors - December 3, 2004 - City of Kenora*

*Amended by the Board of Directors - September 29, 2010 – City of Thunder Bay*

*Amended by the Board of Directors – November 24, 2021 – City of Thunder Bay*

*Amended by the Board of Directors – November 23, 2022 - City of Thunder Bay*