



2024 PMA Sponsorship Package

**In-person & Digital
Sponsorship
Opportunities**



Contact

Phone 709-726-6405
Website www.pmanl.ca
Email ashley@pmanl.ca ; tammy@pmanl.ca
Address 79 Mews Place, St. John's, NL A1B 4N2

Why Sponsor PMA?

By sponsoring PMA's Annual Convention &
AGM you can:

Enhance your reputation as a supporter of the
municipal sector

Receive public recognition for sponsorship

Have access to co-branding on convention materials,
our website, member communications and social
media posts

Build awareness and a positive attitude towards your
business

Introduce you and your organization to your target
audience



Annual Convention & Trade Show

Every year, our organization brings together municipal administrators (Town Clerks, CAOs, Department Heads, etc.) from across the province for a three-day convention filled with education sessions, networking opportunities, and a trade show.

At present, there are over 250 municipalities in Newfoundland and Labrador that are members of our organization. These folks are committed to preserving and advancing excellence in municipal administration in Newfoundland and Labrador, and join us annually to expand their knowledge and skills. Networking opportunities such as this one are especially important for administrators who work in single staff town offices. Our Convention welcomes municipal administrators to connect with their colleagues on a provincial scale, and build relationships with people who work in, or closely with, the municipal sector.

Convention Sponsorship Packages



Gold Package

Full page advertisement in the
Convention Guide

Signage Opportunities in main
Convention Hall

Logo/Branding on Convention
Swag Bag

Opportunity to include
branded item in Convention
Bag

Opportunity to host an
information session on the
main stage (30-60 minutes)

Complimentary full delegate
registration for **4 (four)**
representatives

Complimentary Trade Show
Booth with premiere
location

\$10,000



Silver Package

Half page advertisement in the
Convention Guide

Signage Opportunities in main
Convention Hall

Logo/Branding on Convention
Swag Bag

Opportunity to include
branded item in Convention
Bag

Opportunity to host an
information session on the
main stage (15-30 minutes)

Complimentary full delegate
registration for **2 (two)**
representatives

Complimentary Trade Show
Booth with premiere
location

\$5,000



Bronze Package

Quarter page advertisement in
the Convention Guide

Signage Opportunities in main
Convention Hall

Logo/Branding on Convention
Swag Bag

Opportunity to include
branded item in Convention
Bag

Complimentary Trade Show
Booth

Complimentary full delegate
registration for **1 (one)**
representative

\$2,500

Benefits of Being an Exhibitor

By signing up to be an exhibitor in PMA's Annual Convention & Trade Show you will:

Have an opportunity to promote your products and services to your target audience

Enhance your reputation as a supporter of the municipal sector in Newfoundland & Labrador

Introduce yourself and your organization to your target audience with access to key stakeholders in the municipal sector and the ability to share the story of your company

Build awareness and positive attitude towards your business

Forge new relationships and reestablish connections

Create highly targeted leads for new business development

A photograph of a trade show booth with a woman in a white sweater and a woman in a patterned dress. The text 'Trade Show Booth' is overlaid in white with a red double arrow icon to the left.

>> Trade Show Booth

Exhibitor Information

Company Name:

Representative #1:

Title:

Representative #2:

Title:

Mailing Address:

Email Address:

Phone Number:

PMA Trade Show Booth with Two Delegate registrations \$1250 + HST to be invoiced. Payable by check or EFT. (unfortunately we do not accept credit card payments at this time.)

DATE

SIGNATURE



Annual Fall Forum

PMA hosts a smaller, more intimate event every year for our members. Our Fall Forum consists of one full day of training and a half day of World Café, a table topics event designed to engage municipal administrators in a variety of topics relating to their professional roles and responsibilities. Typically, we have 100-120 PMA members in attendance at this event.

Training and education opportunities such as this one allow PMA members access to professional and personal development sessions, providing them tools and resources to be successful in their roles as administrative leaders in the municipal sector.

Sponsorship opportunities for our Fall Forum are limited, therefore each sponsor will cover the cost of a specific meal/event.

Fall Forum Sponsorship Opportunities

Luncheon Sponsor | \$5,000

As our Luncheon Sponsor, your contribution will cover the cost of the main meal for our members. This sponsorship opportunity will include a table at our World Cafe event, verbal recognition of sponsorship throughout the event, co-branding on event materials and social media posts, and we would welcome your company's promotional material to be shared at the event.

Social Event Sponsor | \$2,500

As our Social Event Sponsor, your contribution will cover the cost of the social event that we organize for our members. This sponsorship opportunity will include a table at our World Cafe event, verbal recognition of sponsorship throughout the event, co-branding on event materials and social media posts, and we would welcome your company's promotional material to be shared at the event.

Nutrition Break Sponsor | \$1,000

As our Nutrition Break Sponsor, your contribution will cover the cost of 1 (one) nutrition break during the event. This sponsorship opportunity will include verbal recognition of sponsorship throughout the event, co-branding on event materials and social media posts, and we would welcome your company's promotional material to be shared at the event.

Nutrition Break Sponsor | \$1,000

As our Nutrition Break Sponsor, your contribution will cover the cost of 1 (one) nutrition break during the event. This sponsorship opportunity will include recognition of sponsorship throughout the event, co-branding on event materials and social media posts, and we would welcome your company's promotional material to be shared at the event.

A photograph of two women sitting at a conference table. The woman on the left is wearing a light purple long-sleeved shirt and glasses, and is looking towards the right. The woman on the right has curly hair and is wearing a denim jacket over a blue top, also looking towards the right. They are seated at a table with a white tablecloth. On the table, there is a table number sign that says '16', a water bottle, a glass, and a laptop. The background shows other people and tables, suggesting a conference or meeting setting.

Digital Sponsorship

2024 is the first year that PMA is offering digital sponsorship opportunities. In an effort to accommodate businesses that wish to be more involved with our membership, but cannot attend our in-person events, we are offering packages that include social media and email advertising options – as well as virtual sessions with our members.

PMA's Member Bulletin is distributed to the 300+ municipal administrators in our membership every two weeks. When choosing sponsorship with us, you can be sure that you will be reaching the target audience of your business when selling to the municipal sector.

Digital Sponsorship Packages



Gold Package

6 (six) advertisements of your choosing to be distributed in member bulletin (spread out throughout the year), with link to company website

6 (six) social media posts to be distributed on PMA's Facebook and Twitter

Opportunity to offer 2 virtual session to PMA members (date/time to be agreed upon)

1 (one) page of advertising space on PMA Website for 1 (one) full year.

\$2,500



Silver Package

2 (two) advertisements of your choosing to be distributed in member bulletin (one in each of two bi-weekly newsletters), with link to company website

2 (two) social media posts to be distributed on PMA's Facebook and Twitter

Opportunity to offer a virtual session to PMA members (date/time to be agreed upon)

\$1,000



Bronze Package

1 (one) advertisement of your choosing to be distributed in member bulletin, with link to company website

1 (one) social media post to be distributed on PMA's Facebook and Twitter

\$500



Thank you!
We hope to
hear from you
soon.

Contact

Phone 709-726-6405

Website www.pmanl.ca

Email info@pmanl.ca

Address 79 Mews Place, St. John's, NL A1B 4N2