







| CUNIEN 15                      |    |
|--------------------------------|----|
| PARTNERSHIP INVITATION         | 3  |
| SPRING CONVENTION              | 4  |
| PARTNERSHIP SCALE   5          |    |
| PARTNERSHIP OPPORTUNITIES   6  |    |
| FALL CONVENTION                | 9  |
| PARTNERSHIP SCALE   10         |    |
| PARTNERSHIP OPPORTUNITIES   11 |    |
| CHARITY GOLF TOURNAMENT        | 15 |
| PARTNERSHIP SCALE   16         |    |
| PARTNERSHIP OPPORTUNITIES   17 |    |
| PARTNERSHIP COMMITMENT FORM    | 20 |



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@RMAlberta.com.

Sincerely,

**KARA WESTERLUND** 

Yan Vertedund

**RMA** President

**DUANE GLADDEN** 

Dime Slather

Executive Director, CEO of the RMA Group of Companies







## **PARTNERSHIP SCALE**

Spring Convention | March 17 - 19, 2025

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

## **PARTNERSHIP OPPORTUNITIES**

| PLAT     | Delegate Li       | ıncheon  |  |  |
|----------|-------------------|--|--|--|
| PLATINUM | Fees:             | <b>Option 1</b> : \$12,000 as the exclusive sponsor (Qualifies of Platinum sponsorship)  | <b>Option 2</b> : \$8,000 as an event co-sponsor (Qualifies as Silver sponsorship) |  |
|          | Details:          | <ul> <li>Opportunity to distribute promotional mat</li> <li>Representatives from organization able to</li> </ul>   |  |  |
| PLAT     | Registration Desk |  |  |  |
| PLATINUM | Fees:             | \$15,000 as the exclusive sponsor  |  |  |
|          | Details:          | <ul> <li>Signage posted at the registration desk for</li> <li>Opportunity to distribute promotional mat</li> </ul>   | terial (subject to approval by the RMA)  |  |
|          |                   | Representatives from organization able to  | attend sponsored event   |  |
| PLATINUM | Delegate Bi       | lelegate Breakfast (1 Available)   |  |  |
| MUNI     | 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:          | <ul> <li>Opportunity to distribute promotional material (subject to approval by the RMA)</li> <li>Representatives from organization able to attend sponsored event</li> </ul>            |  |  |
| PLATINUM | Keynote Speaker   |  |  |  |
| MUM      | Fees:             | \$10,000   |  |  |
|          | Details:          | <ul> <li>Opportunity to introduce the keynote speaker</li> <li>Past keynote speakers include: an Olympic gold medallist, renowned politicians, and accomplished entrepreneurs</li> </ul> |  |  |

| GOLI        | <b>Timer</b> (3 Avai            | lable)  |  |
|-------------|---------------------------------|---|--|
| GOLD/BRONZE | Fees:                           | Option 1: \$8,000 for both.<br>(Qualifies as Gold sponsorship)  | Option 2: \$3,000 each<br>(Qualifies as Bronze sponsorship) 2<br>Available |
|             | Details:                        | <ul> <li>Your corporate logo displayed with on-scre<br/>and Ministerial Forum.</li> </ul>   | en timers during the resolutions session                                   |
| SILVER      | Nametag Lanyard                 |   |  |
| ER          | Fees:                           | \$5,000   |  |
|             | Details:                        | Each delegate receives a name badge attac<br>featuring your corporate logo  | hed to a lanyard   |
| SILVER      | Wi-Fi                           |   |  |
| ER          | Fees:                           | \$5,000   |  |
|             | Details:                        | <ul> <li>Convention venue will set up plenary hall a</li> <li>Ability to direct delegates to sponsor's web</li> </ul>   |  |
| SILVER      | Convention Mobile Site          |   |  |
| ER          | Fees:                           | \$6,000   | IT   |
|             | Details:                        | <ul> <li>An event website available for all delegates</li> <li>All convention details and relevant docume included in the site</li> <li>Corporate logo and sponsorship recognition</li> </ul> | ents for attendees will be   |
| BRONZE      | Breakout Sessions (8 Available) |   |  |
| NZE         | Fees:                           | \$3,000 each  |  |
|             | Details:                        | <ul> <li>90-minute sessions where up to 200 delegate</li> <li>Opportunity to introduce session presented</li> </ul>   | ·  |

| BRONZE  | Milk Station (2 Available) |   |   |  |
|---|----------------------------|---|---|--|
| VZE   | Fees:                      | \$4,000<br>(Qualifies as Bronze sponsorship)                                  |   |  |
|   | Details:                   | Logo visible at a milk beverage station during breakfast                      |   |  |
| BRONZE  | Daily Coffe                | ily Coffee Lounge (Up to 3 Available)   |   |  |
| NZE   | Fees:                      | Option 1: \$15,000 (All convention days) (Qualifies as Platinum sponsorship)  | IT  |  |
|   |                            | 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 sign                                   | nage at all locations   |  |
| Notepads and Pens (2 Available)  Fees: \$4,000                                |                            |   |   |  |
| NZE   | Fees:                      | \$4,000<br>(Qualifies as Bronze sponsorship)                                  |   |  |
|   | Details:                   | Your logo visible on pens and notepads pro                                    | ovided to all delegates   |  |
|   | General                    |   |   |  |
|   | Fees:                      | Unlimited   |   |  |
| Details: If your organization doesn't see an opportunity that fits, let talk! |                            | that fits, let talk!  |   |  |







## **PARTNERSHIP SCALE**

Fall Convention | November 17 - 20, 2025

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

## **PARTNERSHIP OPPORTUNITIES**

| PLATIN            | Tradeshow                        | Reception   |  |  |
|-------------------|----------------------------------|---|--|--|
| PLATINUM / SILVER | Fees:                            | <b>Option 1</b> : \$10,000 for exclusivity (Qualifies as Platinum sponsorship)  | <b>Option 2</b> : \$6,000 for co-sponsorship (Qualifies as Silver sponsorship)   |  |
|                   | Details:                         | <ul> <li>Reception during the tradeshow for invited special guests, delegates, and suppliers</li> <li>Opportunity for company representatives to network with delegates</li> <li>Opportunity to distribute company literature at event (subject to RMA approval)</li> </ul> |  |  |
| PLA1              | Delegate Lu                      | uncheon (2 Available)   |  |  |
| PLATINUM / GOLD   | Fees:                            | <b>Option 1</b> : \$14,000 as the exclusive sponsor (Qualifies of Platinum sponsorship)   | <b>Option 2</b> : \$7,500 as an event co-sponsor (Qualifies as Gold sponsorship) |  |
| GOLD              | Details:                         | <ul> <li>Opportunity to distribute promotional material (subject to approval by the RMA)</li> <li>Representatives from organization able to attend sponsored event</li> <li>Opportunity to have signage in the Hall Foyer during lunch</li> </ul>                           |  |  |
| PLA1              | Delegate Breakfast (2 Available) |   |  |  |
| PLATINUM / GOLD   | 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:                         | <ul> <li>Opportunity to distribute promotional material (subject to approval by the RMA)</li> <li>Representatives from organization able to attend sponsored event</li> <li>Opportunity to have signage in the Hall Foyer during breakfast</li> </ul>                       |  |  |
| PLAT              | Keynote Sp                       | eaker   |  |  |
| PLATINUM          | Fees:                            | \$10,000<br>(Qualifies as Platinum sponsorship)   | IIT  |  |
|                   | Details:                         | <ul> <li>Opportunity to introduce the keynote</li> <li>Past keynote speakers include: an Olyr<br/>accomplished entrepreneurs</li> </ul>   | speaker<br>npic gold medallist, renowned politicians, and                        |  |

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

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



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

<sup>\*</sup>Please provide a quantity of at least 125 items for participant bags.

## **PARTNERSHIP OPPORTUNITIES**

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

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



| BRONZE | Premium Bronze Hole Sponsorship                          |   |
|--------|--|---|
|        | Fees:  | \$1,200   |
|        | Details:   | <ul> <li>Be front and centre to all participants for the event with special hole signage</li> <li>At own expense, can provide food and/or beverages to golfers as they come through coordinated with the course</li> <li>Spend the day networking with attendees</li> </ul> |
| BRONZE | Golf with Canoe/RMA Manager of Your Choice (2 Available) |   |
|        | Fees:  | \$500   |
|        | Details:   | Golf with an RMA/Canoe manager or board member; choose someone from out 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:   | <ul> <li>Your logo can be on the back of each sign</li> <li>Recognition as sign sponsor</li> </ul>  |

# PARTNERSHIP COMMITMENT FORM

#### PLEASE COMPLETE THE FOLLOWING FORM AND RETURN TO THE RMA BY: **FEBRUARY 1, 2025** MAY 1, 2025 **OCTOBER 1, 2025 Spring Convention Golf Tournament Fall Convention CONTACT INFORMATION COMPANY NAME:** EMAIL: **CONTACT NAME:** FAX: PHONE: **ADDRESS:** CITY: PROVINCE: **POSTAL CODE:** PLEASE SPECIFY YOUR PREFERRED PARTNERSHIP OPPORTUNITY: **EVENT:** SPONSORSHIP: COST: TOTAL: ARE YOU HOSTING A HOSPITALITY SUITE? (CONVENTION ONLY): **EVENT:** DATF: TIMF: LOCATION: YES NO DO YOU REQUIRE ANY MEMBERS OF YOUR COMPANY TO BE REGISTERED FOR THE EVENT? (CONVENTION ONLY): NAME(S): YES NO 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@RMAlberta.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@RMAlberta.com