



Canadian Association of Government Finance Officers

ANNUAL SPONSORSHIP OPPORTUNITIES



2021



What is CAGFO?

The Canadian Association of Government Finance Officers (CAGFO) is a professional association that represents Government Finance Officers from across Canada. Our 3500+ members work in over 1,000 local governments across the country.

What We Do

CAGFO's mission is to promote excellence in government finance. We produce a major annual conference for local and provincial government finance officers focused on national issues, to assist in their training and development. This conference also provides networking opportunities and the chance for our members to view new products and services.

National Conference

In 2020, CAGFO's first virtual conference attracted close to 1000 Finance Officers from across the country. Finance Officers come together to develop their skills, discover best practices, and network with colleagues. Our 2021 conference will include four days of workshops, presentations and discussions alongside a vibrant trade show and opportunity to get to know fellow delegates.

CAGFO Webinar Series

Government Finance Officers across Canada and around the world are at the front lines of the COVID-19 pandemic and recovery. The Canadian Association of Government Financial Officers (CAGFO) supports government finance officers across Canada in their vital roles as they address the immediate concerns of communities and employees during this crisis and help identify the way forward.

The popular CAGFO Weekly Webinar Series will begin again shortly. These webinars provide Government Finance Officers the tools and resources they will need to address a changing workplace in the future and provide to sponsors and exhibitors a further opportunity to brand your services and expertise while connecting with CAGFO membership.



Visit our website - WWW.CAGFO.CA

SPONSORSHIP OPPORTUNITIES

Partnering with CAGFO provides your organization the opportunity to align with our association's commitment to promoting excellence in government finance. As a CAGFO partner, you will have direct contact with close to 1000 conference attendees as well as being included in our mailings to more than 5000 people working in the government finance field. Many of these delegates are senior decision makers in local and provincial government, who collectively have final spending authority on billions of dollars annually.

ALL Sponsors and Exhibitors will receive the following benefits:

- Logo and sponsor level in newsletter and online advertising
- Company name, logo and link on CAGFO conference website
- 100-250 word count company outline for inclusion in the conference program
- One dedicated Social Media posting by CAGFO
- Access to virtual event platform tool
- Option to provide branded prize
- Option to offer a 10-minute demo (uptake not guaranteed)
- Fulfillment report by CAGFO after conference

<p>Presenting Sponsor One (1) available</p>	<p>\$20,000</p>	<ul style="list-style-type: none"> • Complimentary virtual exhibit booth • Website presence (each to the other CAGFO/Presenting Sponsor) • Co-host with CAGFO one conference social event • 2 articles or advertisements in 12 months following conference each one organization to the other (CAGFO/Presenting Sponsor) • Option to provide opening remarks • Option to negotiate an agreement for non-exclusive ad hoc webinars or seminars outside of the conference in 12 months following conference • Option to participate in one relevant panel discussion during conference • Option to organize and host one virtual game or ice-breaker during conference, as approved by CAGFO • 2 conference presentations or panel participation, as approved by CAGFO • 6 registrations for conference • Option to provide 1 page ad for conference program • Option to provide 2-minute video advertisement for use by CAGFO during conference • Option to send one dedicated announcement to all delegates via EventMobi on each day of the conference (sponsor to provide content) • Option to include videos, promotional documents, call to actions in Eventmobi company profile. • Option to offer gamification feature related to sponsor services (i.e. 500 points to name this service mentioned in the promotional video in our company profile) • Option to offer informal conversation with delegates in break-away setting (uptake not guaranteed) • Option to present 10 Weekly Webinars over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar) • One 500 word article or 1/2 pg advertisement in each of 4 quarterly publications in a calendar year
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<p>Gold Sponsor</p> <p>Eight (8) available</p>	<p>\$ 8,000</p>	<ul style="list-style-type: none"> • Complimentary virtual exhibit booth • 1 conference presentation and 1 panel participation, as approved by CAGFO • 4 registrations for conference • Option to provide 1/2 page ad for conference program • Option to provide 2-minute video advertisement for use by CAGFO during conference • Option to send two announcements to all delegates via EventMobi during the conference (sponsor to provide content) • Option to include promotional documents and call to actions in Eventmobi company profile. • Option to offer gamification feature related to sponsor services (i.e. 500 points to name this service highlighted in the document section of our company profile) • Option to offer informal conversation with delegates in break-away setting (uptake not guaranteed) • Option to present 4 Weekly Webinars over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar) • One 500 word article or 1/2 pg advertisement in 3 of 4 quarterly publications in a calendar year
<p>Silver Sponsor</p> <p>Ten (10) available</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> • Complimentary virtual exhibit booth • 1 conference presentation as approved by CAGFO • 3 registrations for conference • Option to provide 1-minute video advertisement for use by CAGFO during conference • Option to provide 1/4 page ad for conference program • Option to send one announcement to all delegates via EventMobi during the conference (sponsor to provide content) • Option to include promotional documents in Eventmobi company profile. • Option to present 2 Weekly Webinars over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar) • One 500 word article or 1/2 pg advertisement in 2 of 4 quarterly publications in a calendar year
<p>Bronze Sponsor</p> <p>Ten (10) available</p>	<p>\$3,000</p>	<ul style="list-style-type: none"> • Complimentary virtual exhibit booth • 2 registrations for conference • Option to provide business card size ad for conference program • Option to include promotional documents in Eventmobi company profile. • Option to present 1 Weekly Webinars over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar) • One 500 word article or 1/2 pg advertisement in 1 of 4 quarterly publications in a calendar year
<p>Virtual Exhibit Booths</p> <p>15 Stand alone available + sponsors</p>	<p>\$1,000</p>	<ul style="list-style-type: none"> • 2 registrations for conference • One social media posting during the event: promote exhibitor offers or upcoming live sessions, encourage attendees to take advantage of any opportunities. • Option to include promotional documents and videos in Eventmobi company profile. • Option to offer gamification feature related to exhibitor services (i.e. 500 points to name this service mentioned in the promotional video in our company profile) • Inclusion in brochure with information on all exhibitors to be distributed to all attendees before the event. Exhibitors can submit 50 word description of their company and product along with contact information, offers and opportunities for delegates, and engaging visuals. Attendees can reach out to exhibitors with any questions ahead of time, establishing leads for the exhibitors before the event even begins! This document will also be included in EventMobi for delegate access. • Designated blocks of time for attendees to explore the exhibits will be included in the program. • Engage with attendees using EventMobi live chat tools or announcements

NOTE: Full sponsorship payment will be due 30 days from commitment.

Sponsor presentation slots cannot be guaranteed past May 15th, however proposals submitted subsequently may be accommodated subject to space availability.

THANK YOU TO OUR 2020 SPONSORS:

PRESENTING SPONSOR



GOLD SPONSORS



SILVER SPONSORS



LIDSTONE & COMPANY



BRONZE SPONSORS



CONTACT INFORMATION

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