



Canadian Association of Government Finance Officers

# ANNUAL SPONSORSHIP OPPORTUNITIES



**CONNECT WITH GOVERNMENT FINANCE OFFICERS FROM ALL ACROSS CANADA**

## 2022



**Visit our website [WWW.CAGFO.CA](http://WWW.CAGFO.CA)**

### Who is CAGFO?

The Canadian Association of Government Finance Officers (CAGFO), is one of the oldest organizations representing thousands of government finance officers across Canada. CAGFO is a professional association representing Federal, Provincial, Municipal, First Nations, Inuit and Metis finance officers and teams with over 4000 members who work in more than 1,000 local governments across the country.

### What We Do

CAGFO promotes excellence in government finance and supports the current and future careers of members on national issues, best practices, resources, conferences and continuing professional development.

### National Conference

The CAGFO Annual Conference “*Value Beyond Numbers*” has been confirmed for November 15 – 18, 2022. Some may be surprised at our choice to continue with a virtual delivery format but this decision was based on a number of factors including:

- Recognition that there are municipalities who are restricting staff travel for the balance of 2022
- Some individuals are expressing continued concern over covid
- This offers an opportunity for more members from across Canada to attend

We will also be utilizing a new dynamic platform (VFairs) that both delegates and sponsors/ exhibitors will enjoy. Become a Sponsor and take advantage of exceptional opportunities: a variety of great partnership opportunities are available.

To increase your organization’s profile and visibility among leading government finance officers in Canada

- To increase your organization’s profile and visibility among leading government finance officers in Canada
- To spotlight your organization’s products and services
- To enhance your organization’s image and reinforce branding messages
- To position your organization as a leader in the government finance community
- To connect with the sector all in one place
- To network, interact and engage with colleagues from across Canada



# 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 access to more than **1000 conference attendees** as well as year-round opportunities for promotion and exposure following the conference. Many of our conference delegates are senior decision makers in local and provincial government, who have influence on how municipalities spend spending billions of dollars annually.

To support our partners CAGFO is offering year-round presence to all Conference Sponsors through website exposure and webinar partnerships throughout the year. The weekly webinar series offers sponsors the opportunity to host a number of webinars on the CAGFO platform between November 2022 and September 2023. This provides **additional exposure to CAGFO's almost 5000 government financial officers** from all across Canada for months following the conference.

The website series is traditionally held on Wednesdays from 1:00pm – 2:00pm ET. All post conference benefits will be addressed following the conference.

## **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 company outline 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



# Presenting Sponsor

\$20,000

One (1)  
available

## Pre-Conference Benefits:

- As the presenting sponsor you will have 2 weeks prior to conference advance access to delegate directory and ability to send invitations to delegates before other sponsors
- Logo included in all pre-event email marketing campaigns
- Option to host an introductory webinar on new VFairs platform in advance of Conference (September / October)
- Recognition on CAGFO website and social media

## Conference Benefits:

- Complimentary virtual exhibit booth designed by you (see additional exhibitor benefits below)
- Larger booth with exclusive design in prime location
- Recognition on CAGFO website and social media
- Logo and direct access link on event landing page and throughout VFairs platform
- Exclusive signage in VFairs Auditorium
- Co-host Tuesday evening social event with CAGFO
- Option to provide opening remarks for conference
- Option to introduce first Keynote Speaker
- 2 conference presentations or panel participation, as approved by CAGFO
- Option to sponsor virtual VFairs Photo Contest
- 10 complimentary registrations for conference
- Option to provide 1 page ad for conference program
- Option to provide 500-word article for conference program
- Option to provide 5-minute video advertisement for use by CAGFO during conference
- Option to send one dedicated announcement to all delegates via Virtual platform on each day of the conference (4 days). Sponsor to provide content)
- Option to include up to 20 videos and promotional documents in virtual platform company exhibit booth
- Leaderboard points assigned for delegates visiting virtual booth, chats
- Target Marketing: Ability to review, sort and filter delegates and send invitations to have a conversation
- Ability to chat with delegates when they come to your virtual booth

## Post - Conference Benefits:

- Option to present 10 Weekly Webinars on the same conference virtual platform over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar)
- One 1000-word article or full pg advertisement in each of 4 quarterly newsletter publications in a calendar year
- Banner ad on CAGFO website Home page for full year (November 2022 – October 2023)
- Option to negotiate an agreement for non-exclusive ad hoc webinars or seminars outside of the conference in 12 months following conference
- 4 articles or advertisements in 12 months following conference each organization to the other (CAGFO/Presenting Sponsor)





## Platinum Sponsor

**\$15,000**

**One (1)  
available**

### **Pre-Conference Benefits:**

- As the platinum sponsor you will have 1-week prior to conference to review and access delegate directory and send invitations to delegates before other sponsors
- Logo included in all pre-event email marketing campaigns
- Recognition on CAGFO website and social media

### **Conference Benefits:**

- Complimentary virtual exhibit booth designed by you (see additional exhibitor benefits below)
- Preferred exhibit booth positioning in Exhibit Hall
- Recognition on CAGFO website and social media
- Logo and direct access link on event landing page and throughout VFairs platform
- Exclusive signage on VFairs Leaderboard page
- 1 conference presentation or forum, as approved by CAGFO within deadline for submissions
- Option to provide closing remarks for the conference
- Option to introduce second Keynote Speaker
- 8 complimentary registrations for conference
- Option to provide 1/2-page ad for conference program
- Option to provide 250-word article for conference program
- Option to provide 3-minute video advertisement for use by CAGFO during conference
- Option to send two dedicated announcements to all delegates via Virtual platform during the conference (sponsor to provide content)
- Option to include up to 15 videos and promotional documents in virtual platform company exhibit booth
- Leaderboard points assigned for delegates visiting virtual booth, chats
- Target Marketing: Ability to review, sort and filter delegates and send invitations to have a conversation
- Ability to chat with delegates when they come to your virtual booth

### **Post - Conference Benefits:**

- Option to present 8 Weekly Webinars on the same conference virtual platform over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar)
- One 750-word article or 3/4-page advertisement in each of 4 quarterly newsletter publications in a calendar year
- Banner ad on CAGFO website Professional Development page for full year (November 2022 – October 2023)

# Gold Sponsor

**\$8,000**

**Eight (8)  
available**

## Pre-Conference Benefits:

- Logo included in all pre-event email marketing campaigns
- Recognition on CAGFO website and social media

## Conference Benefits:

- Complimentary virtual exhibit booth designed by you (see additional exhibitor benefits below)
- Recognition on CAGFO website and social media
- Logo and direct access link throughout VFairs platform
- 1 conference presentation or forum, as approved by CAGFO within deadline for submissions
- 6 complimentary registrations for conference
- Option to provide 1/4-page ad for conference program
- Option to provide 200-word article 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 Virtual platform during the conference (sponsor to provide content)
- Option to include up to 12 videos and promotional documents in virtual platform company exhibit booth
- Leaderboard points assigned for delegates visiting virtual booth, chats
- Target Marketing: Ability to review, sort and filter delegates and send invitations to have a conversation
- Ability to chat with delegates when they come to your virtual booth

## Post - Conference Benefits:

- Option to present 4 Weekly Webinars on the same conference virtual platform over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar)
- One 500-word article or 1/2-page advertisement in each of 4 quarterly newsletter publications in a calendar year
- Banner ad on CAGFO website Professional Development (internal) page for full year (November 2022 – October 2023)



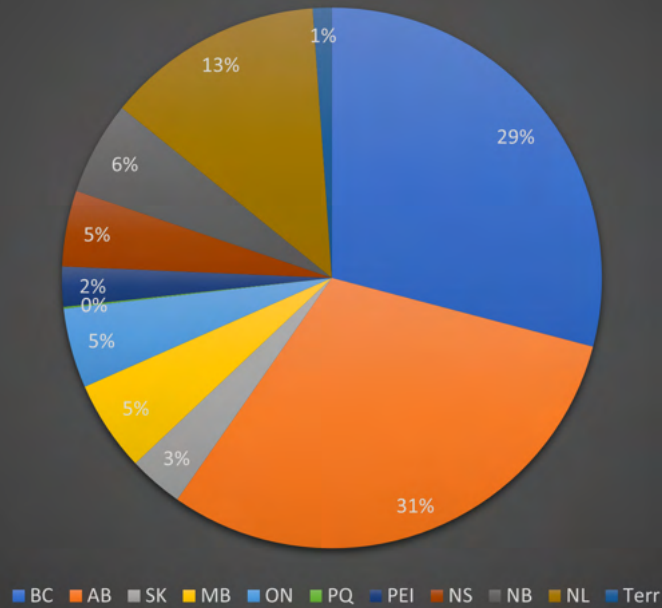
**NOTE:** Full sponsorship payment will be due 30 days from commitment.  
Sponsor presentation slots cannot be guaranteed past July 15th, however proposals submitted subsequently may be accommodated subject to space availability.

<p><b>Silver Sponsor</b></p> <p><b>\$5,000</b></p> <p><b>Ten (10) available</b></p>	<p><b>Pre-Conference Benefits:</b></p> <ul style="list-style-type: none"> <li>• Logo included in all pre-event email marketing campaigns</li> <li>• Recognition on CAGFO website and social media</li> </ul> <p><b>Conference Benefits:</b></p> <ul style="list-style-type: none"> <li>• Complimentary virtual exhibit booth designed by you (see additional exhibitor benefits below)</li> <li>• Recognition on CAGFO website and social media</li> <li>• Logo and direct access link throughout VFairs platform</li> <li>• 1 article or advertisement in the 12 months following conference</li> <li>• 1 conference presentation or forum, as approved by CAGFO within deadline for submissions</li> <li>• 4 complimentary registrations for conference</li> <li>• Option to provide business card size ad for conference program</li> <li>• Option to provide 1-minute video advertisement for use by CAGFO during conference</li> <li>• Option to send one dedicated announcement to all delegates via Virtual platform during the conference (sponsor to provide content)</li> <li>• Option to include up to 10 videos and promotional documents in virtual platform company exhibit booth</li> <li>• Leaderboard points assigned for delegates visiting virtual booth, chats</li> <li>• Target Marketing: Ability to review, sort and filter delegates and send invitations to have a conversation</li> <li>• Ability to chat with delegates when they come to your virtual booth</li> </ul> <p><b>Post - Conference Benefits:</b></p> <ul style="list-style-type: none"> <li>• Option to present 1 Weekly Webinar on the same conference virtual platform over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar)</li> <li>• One 1/2-page advertisement in each of 4 quarterly newsletter publications in a calendar year</li> <li>• Banner ad on CAGFO website About Us page for full year (November 2022 – October 2023)</li> </ul>
<p><b>Bronze Sponsor</b></p> <p><b>\$3,000</b></p> <p><b>Ten (10) available</b></p>	<p><b>Pre-Conference Benefits:</b></p> <ul style="list-style-type: none"> <li>• Logo included in all pre-event email marketing campaigns</li> <li>• Recognition on CAGFO website and social media</li> </ul> <p><b>Conference Benefits:</b></p> <ul style="list-style-type: none"> <li>• Complimentary virtual exhibit booth designed by you (see additional exhibitor benefits below)</li> <li>• Recognition on CAGFO website and social media</li> <li>• 2 complimentary registrations for conference</li> <li>• Logo included in conference program</li> <li>• Option to provide 30-second video advertisement for use by CAGFO during conference</li> <li>• Option to include up to 5 videos and promotional documents in virtual platform company exhibit booth</li> <li>• Target Marketing: Ability to review, sort and filter delegates and send invitations to have a conversation</li> <li>• Leaderboard points assigned for visiting virtual booth, chats</li> <li>• Ability to chat with delegates when they come to your virtual booth</li> </ul>

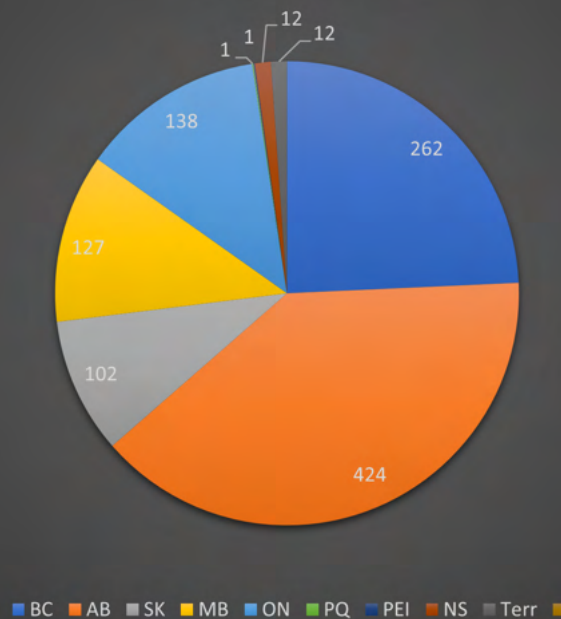
<b>Bronze Sponsor</b> <i>(cont'd)</i>	<b>Post - Conference Benefits:</b> <ul style="list-style-type: none"> <li>• One business card size advertisement in each of 4 quarterly newsletter publications in a calendar year</li> <li>• Banner ad on CAGFO website Newsletter page for full year (November 2022 – October 2023)</li> </ul>
<b>Virtual Exhibit Booths \$1,000</b>  <b>15 Stand-alone available + sponsors</b>	<ul style="list-style-type: none"> <li>• 2 complimentary registrations for conference including welcome reception and dinner event</li> <li>• Official VFairs training session to maximize your booth impact</li> <li>• Option to send one dedicated announcement to all delegates via Virtual platform on each day of the conference (4 days). Sponsor to provide content.</li> <li>• Option to include up to 10 videos and promotional documents in virtual platform company exhibit booth</li> <li>• Leaderboard points assigned for visiting virtual booth, chats</li> <li>• Target Marketing: Ability to review, sort and filter delegates and send invitations to have a conversation or set up meetings</li> <li>• Ability to chat with delegates when they come to your virtual booth</li> <li>• Inclusion in Exhibitor Brochure to be distributed to all attendees prior to the event. Exhibitors can submit 250-word description of their booth (separate from the company profile) including: product information, contact information, offers and opportunities for delegates, links for additional information.</li> <li>• Designated blocks of time for attendees to explore the exhibits will be included in the program</li> <li>• Report on booth statistics (visits, clicks, chat archives, etc.) following the conference</li> <li>• Technical support direct from VFairs available throughout the conference to ensure maximum success</li> <li>• <b>Booths will be visible for 30 days will be from 15 Nov to 15 Dec</b></li> </ul> <p><b>NOTE:</b>  <b>Those who sponsor as well, receive these benefits in addition to the sponsor benefits.</b></p>



### Current Membership - By Province Total: 4564



### 2021 Conference Registration by Province Total: 1079





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## ***Value Beyond Numbers***

**The 2022 Virtual Conference of Choice!**

**CAGFO Annual Conference**  
**November 15 - 18, 2022**

### **Why You Should Register for this Event...**

- Enjoy one of a kind live experience in VFairs
- Click and meet! Networking has never been that easy before
- Be an early adopter of the changing world
- Scroll through different solution booths
- Connect and ask questions to experts in a 1-1 or collaborative environment
- A wide variety of expert speakers and PD content relevant to your profession
- Learn best practices and network with your peers!

**This will be a Virtual Conference and you may be surprised by that.  
Our decision is based on:**

**Recognition that there are municipalities who are restricting staff travel for the balance of 2022**

**Some individuals are expressing continued concern over covid**

**This offers an opportunity for more members from across Canada to attend**

**We are utilizing a new dynamic platform that both delegates, sponsors and exhibitors will enjoy**

### **CANADIAN ASSOCIATION OF GOVERNMENT FINANCE OFFICERS**

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## **CONTACT INFORMATION**

### **General Inquiries**

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# THANK YOU TO OUR 2021 SPONSORS:

## PRESENTING SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



## LIDSTONE & COMPANY

