

20  
23



# INNOVATION THE WAY FORWARD

CONNECT WITH GOVERNMENT FINANCE OFFICERS  
FROM ALL ACROSS CANADA

# SPONSORSHIP OPPORTUNITIES

NATIONAL CONFERENCE  
**OCT 29 - NOV 1**  
HYBRID  
FACE-TO-FACE & ONLINE



EXECUTIVE DIRECTOR  
EXECDIR@CAGFO.CA

DELTA HOTELS by MARRIOTT  
Ottawa City Centre, 101 Lyon St., ON



**CAGFO**

Canadian Association of Government Finance Officers

# ABOUT CAGFO



Canadian Association of Government Finance Officers

## 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 4,500 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 “**INNOVATION - THE WAY FORWARD**” has been confirmed for October 29 - November 1, 2023 and will be held in Ottawa, Ontario. We are excited to return to a hybrid face-to-face and online delivery format.

# ABOUT



Canadian Association of Government Finance Officers

# SPONSORSHIP

## EVENT SPONSORSHIP

- Become a Sponsor and take advantage of exceptional opportunities, a variety of great partnership opportunities are available.

## BENEFITS

- Increase your organization's profile and visibility among leading government finance officers in Canada

- Spotlight your organization's products and services
- Enhance your organization's image and reinforce branding messages
- Position your organization as a leader in the government finance community
- Connect with the sector all in one place
- Network, interact and engage with colleagues from across Canada

# ABOUT



Canadian Association of Government Finance Officers

# YOUR OPPORTUNITIES

## WHY?

- 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 300 attendees (in person format) and 1,000 attendees (in hybrid format) as well as year-round opportunities for promotion and exposure following the conference.



## EXPOSURE AND WEBSITE PARTNERSHIPS

- To support our partners CAGFO is offering year-round presence to all Conference Sponsors, through website exposure and webinar partnerships, throughout the year. Our monthly webinar series offers sponsors the opportunity to host a number of webinars on the CAGFO platform between November 2023 and September 2024. This provides additional exposure to CAGFO's almost 4,500 government financial officers from across Canada for months following the conference.

# CONFERENCE SPONSOR BENEFITS



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
- Option to provide branded prize

## SPONSORSHIP LEVELS 2023



### PLATINUM SPONSOR

\$20,000  
One (1) available



### GOLD SPONSOR

\$15,000  
One (1) available



### SILVER SPONSOR

\$10,000  
Eight (8) available



### BRONZE SPONSOR

\$5,000  
Ten (10) available



### COPPER SPONSOR

\$3,000  
Ten (10) available

# CONFERENCE SPONSOR BENEFITS



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- One dedicated social media posting by CAGFO
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## INQUIRIES?

Email: [execdir@cagfo.ca](mailto:execdir@cagfo.ca)  
 Richard McCoy,  
 Executive Director



Canadian Association of Government Finance Officers

THROUGHOUT THE YEAR	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	COPPER \$3,000
Opportunity to host webinar forums	X	X	X	X	
Advertisement in our newsletter	X	X	X	X	Banner ad
Banner ad on website homepage	X	X	X	X	
Option to include articles in our newsletter	X				
AT THE ANNUAL CONFERENCE					
Conference registrations incl. meals & social events	5	3	2	1	1
Exhibit booths (8X10)	2 (preferred positioning)	1 (preferred positioning)	1	1	1
Co-host Welcome Delegate Reception	X				
Conference Presentation	X (2)	X (1)	X (1)	X (1)	
Recognition on website and social media	X	X	X	X	X
Exclusive signage in registration area	X	X			
Ad in Program	X (1 page)	X (1/2 page)	X (1/4 page)	X (business card)	X (Logo)
Article in Program	X (500 words)	X (250 words)	X (200 words)		
Video Ad at Conference	X (5 minutes)	X (3 minutes)	X (2 minutes)	X (1 minute)	
Prior Access to Delegates to send invites	X (2 weeks prior)				
Logo in pre-event marketing	X	X	X	X	X
Recognition on website and social media	X	X	X	X	X

# CONFERENCE SPONSOR BENEFITS



## ★ PLATINUM SPONSOR



\$20,000

One (1) available

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
- Option to provide branded prize

### Pre-Conference Benefits:

- As the Platinum sponsor you will have 2 weeks prior to conference advance access to the delegate directory and ability to 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:

- Two (2) exhibit booths
- Preferred exhibit booth positioning in Exhibit Hall
- Recognition on CAGFO website and social media
- Exclusive signage in registration area
- Co-host Delegate Reception
- Option to introduce first Keynote Speaker
- 2 conference presentations or forum participation, as approved by CAGFO
- 5 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

### Post - Conference Benefits:

- Option to present 5 Webinars over a 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar)
- Full-page advertisement in each of 4 quarterly newsletter publications in a calendar year
- Banner ad on CAGFO website home page for full year (November 2023 – October 2024)
- 2 1000-word article in 12 months following conference (CAGFO/Platinum Sponsor)



# CONFERENCE SPONSOR BENEFITS



## GOLD SPONSOR



\$15,000

One (1) available

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
- Option to provide branded prize

## Pre-Conference Benefits:

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

## Conference Benefits:

- One (1) exhibit booth
- Preferred exhibit booth positioning in Exhibit Hall
- Recognition on CAGFO website and social media
- Exclusive signage in Registration Area
- 1 conference presentation or forum, as approved by CAGFO
- Option to provide closing remarks for the conference
- Option to introduce second Keynote Speaker
- 3 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

## Post - Conference Benefits:

- Option to present 3 Webinars over 12-month period
- 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 2023 - October 2024)



Canadian Association of Government Finance Officers



# CONFERENCE SPONSOR BENEFITS



## SILVER SPONSOR



\$10,000

Eight (8) available

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
- Option to provide branded prize

### Pre-Conference Benefits:

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

### Conference Benefits:

- One (1) exhibit booth
- Recognition on CAGFO website and social media
- 1 conference presentation or forum, as approved by CAGFO
- 2 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

### Post - Conference Benefits:

- Option to present 2 Webinars over 12-month period (CAGFO's up to 60-minute mid-day free CPD webinar)
- 1/2-page advertisement in each of 4 quarterly newsletter publications in a calendar year



Canadian Association of Government Finance Officers

# CONFERENCE SPONSOR BENEFITS



## BRONZE SPONSOR



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
- Option to provide branded prize

## Pre-Conference Benefits:

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

## Conference Benefits:

- One (1) exhibit booth
- Recognition on CAGFO website and social media
- 1 article or advertisement in the 12 months following conference
- 1 conference presentation or forum, as approved by CAGFO
- 1 complimentary registration for conference
- Option to provide business card size ad for conference program
- Option to provide 1-minute video advertisement for use by CAGFO during conference

## Post - Conference Benefits:

- Option to present 1 Webinar over 12-month period (CAGFO's up to 60-minute mid-day free Continued Professional Credits (CPD) webinar)
- 1/4-page advertisement in each of 4 quarterly newsletter publications in a calendar year
- Banner ad on CAGFO website About Us page for full year (November 2023 – October 2024)



# CONFERENCE SPONSOR BENEFITS



## COPPER SPONSOR



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
- Option to provide branded prize

### Pre-Conference Benefits:

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

### Conference Benefits:

- One (1) exhibit booth
- Recognition on CAGFO website and social media
- 1 complimentary registration for conference
- Logo included in conference program

### Post - Conference Benefits:

- One business card size advertisement in each of 4 quarterly newsletter publications in a calendar year
- Banner ad on CAGFO website Newsletter page for full year (November 2023 - October 2024)



# CONFERENCE SPONSOR BENEFITS



## EXHIBIT BOOTHS - 2023

### Exhibit Booths \$2,000

15 Standalone available + sponsors

- Two (2) conference registrations at ½ price (includes meals and social activities)
- Includes breakfasts, lunches and breaks during the Exhibit
- Includes the Exhibitors Reception
- Inclusion in Exhibitor Brochure to be distributed to all attendees prior to the event.
- Exhibitors can submit 250-word company profile including: product information, contact information, offers and opportunities for delegates, links for additional information.
- Designated blocks of time for attendees to explore the exhibits will be included in the program



# CONFERENCE SPONSOR BENEFITS



## ALTERNATIVE SPONSORSHIP OPPORTUNITIES

**Keynote Speaker \$10,000** - Your company name and logo will appear in the conference program beside the event, on all signage at the event and verbal acknowledgment during the event.

**Gala Reception \$10,000** - Your company name and logo will appear in the conference program beside the event, on all signage at the event and verbal acknowledgement during the event.

**“Let’s Chat” Networking Café \$5,000** - Your company name and logo will appear in the conference program and at the café. A great opportunity for delegates to mingle/network over a cup of coffee. Lounging furniture will be set up.

**Delegate Giveaway \$5,000** - Your company name and logo will appear on a giveaway (TBD) to be distributed at the registration desk (in person only).

**Conference Mobile App \$10,000** - Your company name and logo will be featured as the application provider.

### **Sponsor Visibility:**

- Your company name and logo featured on the primary/splash page.
- Every time a delegate opens the app your company’s name and logo is the first thing they’ll see.
- Your company logo as the featured icon for the app content buttons, including but not limited to: program, delegate list, tradeshow, speakers, etc.
- Your company name and logo scrolling every 20 seconds across the bottom banner advertising
- Two pop-up ads per day one in the morning and one in the afternoon.
- Four questions spotlighting the product that you’re trying to pitch at your trade show booth that will bring participants to your booth.
- Tired of having conversations interrupted by delegates seeking a passport stamp? Take advantage of the opportunity that will have delegates hunting you down to have a meaningful conversation about the product you are spotlighting at your booth.
- The answers to your questions are the treasure that delegates are seeking. Those answers will help them win the grand prize.



**CAGFO**

Canadian Association of Government Finance Officers

# CONFERENCE THANK YOU



THANK YOU TO OUR **2022 SPONSORS:**



PLATINUM SPONSOR:



**BLACKLINE**

GOLD SPONSORS



**MNP**

SILVER SPONSORS



**AON**



BRONZE SPONSORS



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# THANK YOU

## CONTACT US

Book your sponsorship (limited availability)

Suggestions? General Inquiries?

Email: Richard McCoy, Executive Director

[execdir@cagfo.ca](mailto:execdir@cagfo.ca)

[www.cagfo.ca](http://www.cagfo.ca)