



# **BUILDING COMMUNITY**

**WESTERN CITIES  
HR CONFERENCE  
2018**

**Kananaskis, Alberta October 2 - 5, 2018**



**SPONSORSHIP OPPORTUNITIES**

Once again, Public Sector and HR leaders from all over Western & Northern Canada come together for the Western Cities HR Conference. This annual conference is a highlight for many government HR professionals.

## WHAT'S IN IT FOR YOU?

Conference sponsorship allows you to reach this influential group of professionals, leaders, and decision makers.

Your company will gain unique exposure to HR executives, senior practitioners, as well as a new generation of HR professionals.

Exciting marketing opportunities are provided that will enable your organization to:

- Obtain valuable exposure and prominence with current and potential clients
- Increase corporate visibility, and
- Show your organization's commitment to the Human Resources profession.

## LOCATION

Our previous sponsors expressed appreciation for the intimate setting of the Delta Kananaskis resort. The remote setting and sponsor set up means more opportunities to interact with delegates.

## Here are some of the comments from last years sponsors:

*- Greatly appreciated there wasn't huge number of sponsors/exhibitors. Made it much more friendly and casual to have good conversations.*

*- The organization committee did an amazing job. This was the best conference I have ever attended. From both a Sponsor and Attendee perspective, you could have done nothing better. Exceptional job done by all!*

*- It was evident that a lot of time and hard work went into this, so hats off to everyone involved in bringing this show back!*





Choose from one of our designated levels of sponsorship or sponsor a specific event.

SPONSOR BENEFITS	SPONSORSHIP LEVELS			
	BRONZE \$2,500	SILVER \$5,000	GOLD \$10,000	PLATINUM \$15,000
Attendance at conference *	discount of 25%	1 guest	2 guests	up to 4 guests
Tickets to the conference opening reception	(1 ticket)	(2 tickets)	(4 tickets)	(8 tickets)
Logo recognition on our conference website with link to your homepage	•	•	•	•
Prominent logo recognition on print, digital and web media pre and post conference	•	•	•	•
Dedicated on-screen logo recognition through the conference	•	•	•	•
Opportunity to add company branded item to delegate bags	•	•	•	•
Verbal acknowledgement at the gala dinner		•	•	•
Advertisement in conference program		1/4 Page	1/2 Page	Full Page
Table for sponsor showcase			•	• (Double)
Opportunity to introduce concurrent session speaker			•	•
Company marketing materials inserted into delegate bags			•	•
Signage with contribution recognition				•
Opportunity to introduce keynote speaker				•

\* attendance includes all meals with exception of gala banquet. Registration for sessions is required.

# Or You Can Sponsor a Specific Event!

## KEYNOTE SPEAKER (\$10,000):

- Name association with that speaker slot.
- Recognition throughout the program.
- Gold Contributor recognition.
- Introduce speaker.
- Set up information booth during speaking event.

## OPENING RECEPTION or LUNCH (\$5,000)\*:

- Signage at event.
- Set up information display during sponsored event.
- Recognition by MC.
- Listing in program and on website.
- Silver Contributor recognition.

\* (Partial Sponsorship available for \$2,500)

## WINE ( provide wine on tables for gala \$2,500)

- Bronze Contributor recognition.
- Signage on tables and
- Recognition by MC.

## COFFEE BREAK (\$1,250):

- Signage at event.
- Set up information booth during sponsored event.
- Recognition by MC.
- Listing in program and on website.
- Sponsor 2 coffee breaks and be recognized at bronze Contributor level.

## SPONSORSHIP IN-KIND:

These valuable donations help cover hard costs, allowing us to keep registration rates as low as possible for delegates. We will work closely with in-kind sponsors to determine recognition benefits based on the value of the donation. Please call or e-mail us to discuss your idea.

## DELEGATE BAGS / GIVEAWAYS:

Recognition as a contributor.

For more information:

[www.westerncitiesconference.com](http://www.westerncitiesconference.com)

Dawn: 780-939-8347

[sponsors@westerncitiesconference.ca](mailto:sponsors@westerncitiesconference.ca)



## A few of our previous Sponsors:

**AVANTI**

**O.C. Tanner**

**AAMDC**

**Homewood Health  
Lane Quinn**

**HR Trading Post**

**BenefitLink**

**KELDAR**

**CPHR Alberta**

## In-Kind Sponsors:

Delta Kananaskis

Reynolds Mirth Richards &  
Farmer LLP

Door International

The Municipal Information  
Network

Canadian HR Reporter

CANNAMM

David Aplin Group

GFOA