

WESTERN CITIES CONFERENCE 2017

SPONSORSHIP
OPPORTUNITIES



CONNECT
CONNECT

Kananaskis Alberta, Oct 2 - 5, 2017



RECONNECT IN THE ROCKIES

Western Cities Conference is back and we are ready to reconnect! Multiple municipalities are coming together to host a comeback. We are excited to share it with upwards of 150 Human Resources delegates from all across Western Canada.

Western Cities is all about bringing Human Resource Professionals from municipalities and other public sector organizations together to network and interact with some great speakers.

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 company's commitment to the Human Resources Profession.*

LOCATION

The Canadian Rockies are one of Canada's most popular travel destinations, offering breathtaking scenery and unique experiences. The serene resort location nestled in the heart of Kananaskis County offers a multitude of sightseeing, hiking, relaxing and adventure opportunities.

YOUR BUSINESS OUR PEOPLE



SPONSOR BENEFITS	BRONZE \$2,500	SILVER \$5,000	GOLD \$10,000	PLATINUM \$15,000
Full conference registration			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		•	•	•
One tradeshow/display booth for the conference			•	• (Double)
Advertisement in conference program			1/2 Page	Full Page
Opportunity to introduce concurrent session speaker			•	•
Company marketing materials inserted into delegate bags			•	•
Banner and table signage with contribution recognition				•
Opportunity to introduce keynote speaker				•
Opportunity to do a session (sans sales pitch) and signage				•

SPONSORSHIP LEVELS - CLASSIC

BUT WAIT, THERE'S MORE...

Other Sponsorship Opportunities!

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 us to discuss your idea.

FRIEND OF THE CONFERENCE (\$2,500):

- Logo recognition on conference website with direct link to homepage.
- Prominent logo recognition on all print, electronic, and web media pre and post conference.

COFFEE BREAK (\$2,500):

- Signage.
- Set up information booth during sponsored event.
- Recognition by MC.
- Listing in program and on website.

WINE & CHEESE or LUNCH (\$5,000):

- Signage.
- Set up information booth during sponsored event.
- Recognition by MC.
- Listing in program and on website.

KEYNOTE SPEAKER (\$5,000 - \$10,000):

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

DELEGATE BAGS / GIVEAWAYS:

Recognition as a contributor.

WINE (provide wine on tables for gala)

Recognition as a contributor by signage on tables and acknowledgement by MC.

A few of our previous prestigious Sponsors:

Aon Consulting Inc.

Great-West Life

Mercer Consulting

HRIA

Davies Park

HR Trading Post

University of Alberta
Business School

Alberta Blue Cross

Hay Group

For more information:

westerncitiesconference.ca

Dawn: 780-939-8347

sponsors@westerncitiesconference.ca