

AGM SPONSORSHIP GUIDE

St. Catharines, Ontario



Annual Meeting – June 22-24, 2022

POWERING THE BLUE ECONOMY

Leveraging the potential of our freshwater resources



GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE
L'ALLIANCE DES VILLES
DES GRANDS LACS ET DU SAINT-LAURENT

This year's general meeting (AGM) will focus on the theme ***"Powering the Blue Economy - Leveraging the potential of our freshwater resources"***. The program will examine how municipalities can mobilize public and private support to grow their economies through sustainable uses of their most precious resource: the Great Lakes and the St. Lawrence River. Join municipal leaders and other decision-makers as we explore topics such as:

- Branding our freshwater resources and region
- Waterfront revitalization and development
- Sustainable coastal tourism
- Maritime commerce and port modernization
- Blue tech clusters
- Innovative municipal financing

Our Host City – St. Catharines, Ontario

St. Catharines is the largest city in the Niagara region, a vibrant community that offers so much to its visitors. Settled in 1780, St. Catharines is a key hub of commerce situated at the northern entrance of the Welland Canal. The city has also been called "The Garden City" due to its 1,000 acres of parks, gardens and trails.

The Niagara Region and St. Catharines offers much to its visitors including:

- Niagara Falls, one of the seven wonders of the world
- Over 50 world-class vineyards, breweries and distilleries
- Fallsview Casino
- World-class shopping
- Champion golf courses
- Local and internationally known restaurants



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Partner with the Cities Initiative to support Canadian and U.S. mayors and political leaders working to protect and restore the Great Lakes and St. Lawrence River. Through your sponsorship, you will get the attention of more than 100 political and community leaders at our 2022 annual general meeting (AGM) in St. Catharines, Ontario and demonstrate your commitment to preserving our precious freshwater resource.

5 LEVELS OF SPONSORSHIP

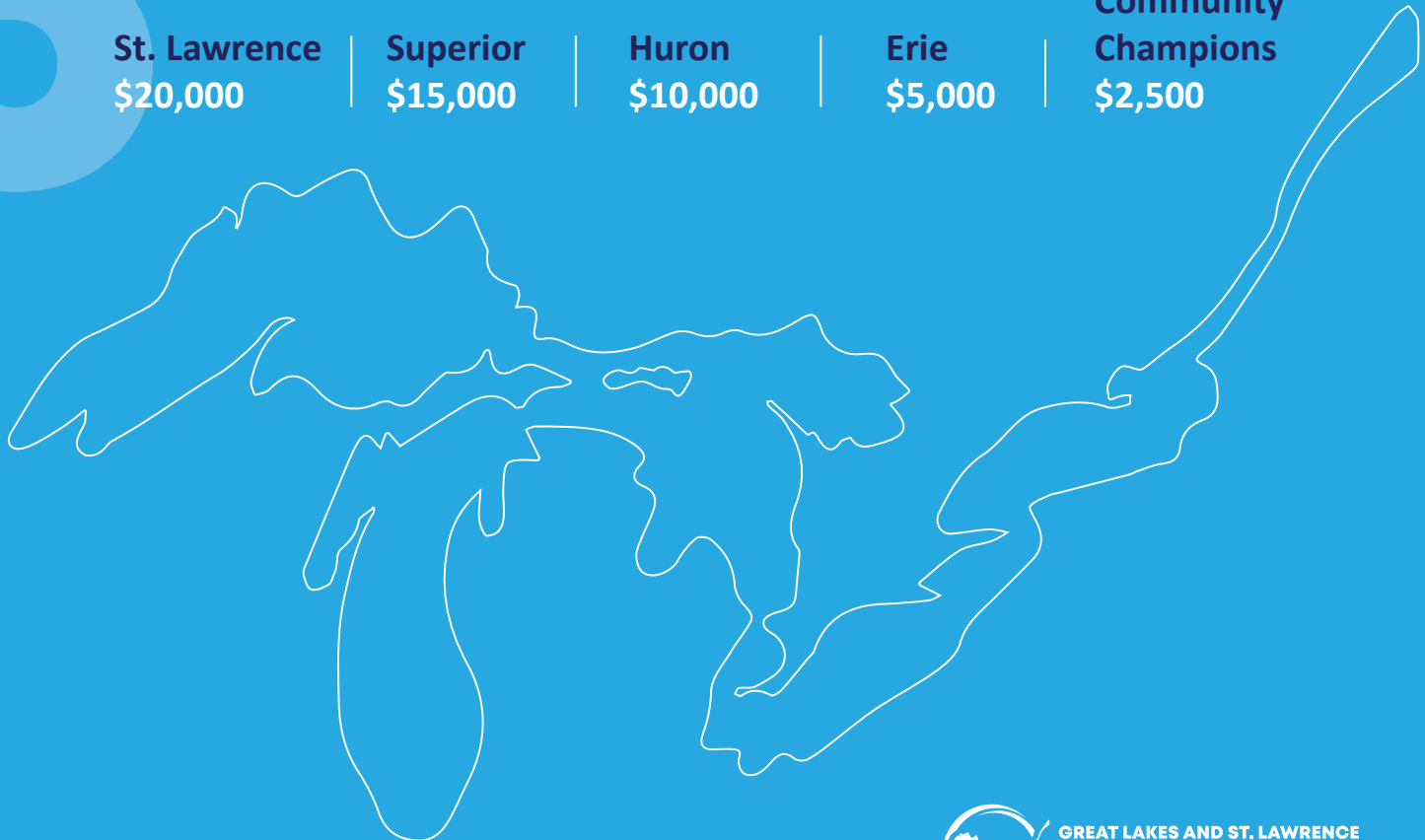
St. Lawrence
\$20,000

Superior
\$15,000

Huron
\$10,000

Erie
\$5,000

**Community
Champions**
\$2,500



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1

ST. LAWRENCE

\$20,000

(Limit of 2)

BENEFITS

- Luncheon sponsorship – verbal recognition, keynote introduction opportunity, logo featured on buffet menu and collateral
- Daily sponsorship (e.g., Day 1 brought to you by “Company X”)
- Sponsor profile video broadcast on day of sponsorship
- Keynote introduction opportunity
- First consideration to speak in a breakout session
- Verbal recognition at opening plenary sessions on all three (3) days of AGM and during closing remarks on Day 3
- Primary logo placement on AGM section of the website
- Primary logo placement in communications to members and guests about the AGM
- Primary logo placement on plenary room backdrop
- Primary logo placement on all AGM badges
- Primary logo placement on all AGM collateral (boards, etc.)
- Primary logo placement in AGM app
- Three (3) complimentary full registrations to the AGM, luncheons and dinners
- 20% discount on additional full AGM registrations (includes dinners) (limit of 2)
- Complimentary exhibitor booth
- Opportunity to have sponsor-branded materials delivered to AGM participants’ rooms (optional)

2

SUPERIOR

\$15,000

(Limit of 2)

BENEFITS

- Awards dinner sponsorship (June 23) – verbal recognition, participation in the awards ceremony, logo featured on menu and collateral
- Verbal recognition during opening plenary session on Day 1 of AGM and closing remarks on Day 3
- Logo placement on AGM section of the website
- Logo placement in communications to members and guests about the AGM
- Logo placement on plenary room backdrop
- Logo placement on all AGM badges
- Logo placement on all AGM collateral (boards, etc.)
- Logo placement in AGM app
- Two (2) complimentary full registrations to the AGM, luncheons and dinners
- 15% discount on additional full AGM registrations (includes dinners) (limit of 2)
- Complimentary exhibitor booth
- Opportunity to have sponsor-branded materials delivered to AGM participants’ rooms (optional)

3

HURON **\$10,000**

(Limit of 2)

BENEFITS

- Annual gala sponsorship – verbal recognition, logo featured on menus and collateral
- Transportation sponsorship – branding on event buses
- Verbal recognition at the event
- Logo placement on AGM section of the website
- Logo placement in communications to members and guests about the AGM
- Logo placement on plenary room backdrop
- Logo placement in AGM app
- Two (2) complimentary registrations to the AGM breakfasts and luncheons
- Complimentary exhibitor booth
- 15% discount on additional AGM registrations (limit of 2)

4

ERIE **\$5,000**

BENEFITS

- Breakfast sponsorship (Day 1, Day 2 or Day 3) – logo featured on buffet menu and collateral
- Acknowledgement of support on AGM section of the website
- Acknowledgement of support in AGM app
- Complimentary exhibitor booth
- One (1) complimentary registration to the AGM, breakfasts and luncheons 10% discount on additional AGM registrations (limit of 2)

5

COMMUNITY CHAMPIONS **\$2,500**

BENEFITS

- Acknowledgement of support on AGM section of the website
- Acknowledgement of support in AGM app
- Complimentary exhibitor booth
- One (1) complimentary registration to the AGM, breakfasts and luncheons
- 10% discount on additional AGM registrations (limit of 2)



> **Sponsor our annual meeting and help power the
Great Lakes and St. Lawrence River Blue Economy**

For more information please contact:

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