**Western Cities HR Conference 2020**

**October 6 to 9, 2020**

**Kelowna, British Columbia**

*Do you currently offer services to the Municipal Government or Public Sector?*

*Are you trying to expand beyond your current market area?*

*Perhaps you want to break into this economic sector.*

In October 2020 you can gain a competitive edge in the public sector market by sponsoring the Western Cities HR Conference 2020. This is the 65th anniversary of this annual gathering of Municipal and Public Sector Human Resources Leaders from all over Western and Northern Canada. The conference morphed from it origins as an annual networking meeting into a full conference and has become a key professional development and networking opportunity for municipal government HR leaders.

**WHAT’S IN IT FOR OUR SPONSORS?**

Conference sponsorship allows you to reach this influential group of professionals, leaders, and decision makers who work in municipal government. Your company will gain unique exposure to HR executives and senior practitioners, as well as a new generation of HR professionals. You will be able to connect with current clients and develop contacts with prospective clients and showcase what makes your organization unique.

**LOCATION**

We are excited to again offer the 2020 Western Cities HR Conference at the Delta Hotels by Marriott Grand Okanagan Resort in Kelowna, British Columbia. Set on Okanagan Lake and surrounded by picturesque mountains in downtown Kelowna, this waterfront resort is walking distance to shopping, dining and entertainment.

***Here are some of the comments from past sponsors:***

A very intimate and well organized event that brings delegates together in a close setting.

This was the best conference I have ever attended. From both a Sponsor and Attendee perspective, you have done nothing better. Exceptional job done by all!

Speakers were really good and had great topics that applied to the industry of municipalities and general leadership/HR. It was great that the MC would encourage attendees to visit the vendors and repeated the sponsors many times.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SPONSORSHIP LEVELS** |  |  |  |  |
| **SPONSOR BENEFITS** | **BRONZE** | **SILVER** | **GOLD** | **PLATINUM** |
| Complimentary delegates at conference\* | discount of 25% | 1 guest\*\* | 2 guests\*\* | up to 4 guests \*\* |
| Additional ticket (s) to the Conference Opening Reception | 1 | 2 | 4 | 8 |
| Logo recognition on conference website with link to your homepage | • | • | • | • |
| Prominent logo recognition on all print, electronic, and web media pre-and post conference | • | • | • | • |
| Dedicated on-screen logo recognition throughout the conference | • | • | • | • |
| Opportunity to provide company branded item for the delegate bags | • | • | • | • |
| Verbal acknowledgement at the Gala Dinner |  | • | • | • |
| Advertisement in the Conference Program |  | 1/4 Page | 1/2 Page | Full Page |
| Company marketing materials inserted in the delegate bags |  | • | • | • |
| Opportunity to set up a display table with choice of location |  |  | • | • |
| Opportunity to introduce keynote speaker |  |  | • | • |
| Opportunity to do a session (sans sales pitch) & signage |  |  |  | • |
| Delegate attendee list provided prior to conference\*\*\* |  |  |  | • |
| *\* Gala tickets to be purchased separately* |  |  |  |  |
| *\*\* Guests do not have to be employees of sponsoring organization* | |  |  |  |
| *\*\*\* As per FOIP requirements, only the attendees who have granted permission will have their contact information saved.* | | | |  |

**OR SPONSOR A SPECIFIC EVENT (see next page)…**

|  |  |  |  |
| --- | --- | --- | --- |
| **EVENT SPONSORSHIP** | |  |  |
|  | |  |  |
| **Date** | **Opportunity** | **Amount** | **Sponsor level** |
| Oct. 6 | Opening reception | $5,000 | Silver |
| Oct. 7 | Coffee Break am | $1,250 | Sponsor 2 coffee breaks for bronze |
| Oct. 7 | Coffee Break pm | $1,250 | 2 for bronze |
| Oct. 8 | Coffee Break am | $1,250 | 2 for bronze |
| Oct. 8 | Coffee Break pm | $1,250 | 2 for bronze |
| Oct. 9 | Coffee Break am | $1,250 | 2 for bronze |
| Oct. 7 | Lunch | $2,500 | Bronze |
| Oct. 8 | Lunch | $2,500 | Bronze |
| Oct. 8 | Wine at Gala Banquet | $2,500 | Bronze |
| Oct. 7 | Keynote | $10,000 | Gold |
| Oct. 8 | Keynote | $10,000 | Gold |
| Oct. 9 | Keynote | $10,000 | Gold |
| Oct. 6 to 8 | Hospitality Suite | $10,000 | Gold |
|  |  |  |  |
|  | Water bottles (co-branded) | $750 | in kind |
|  | Lanyards (co-branded) | $500 | in kind |
|  | Delegate bags (co-branded) | $2,000 | Bronze |

**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.

For more information:

Website: www.westerncitiesconference.com

Email: [westerncitiesconference@gmail.com](mailto:westerncitiesconference@gmail.com)

Phone: 780-718-8864 Sponsorship Coordinator: Dawn McCoy, MBA, CPHR, SHRM-SCP

**Thank you to our previous Platinum, Gold, Silver and Bronze sponsors!**

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