



Rethinking Municipal Service

2025 Conference Sponsorship Opportunities

www.mdso.ca



MSDO Conference

Join the Municipal Service Delivery Officials (MSDO) for the 2025 Conference in Aurora, Ontario, from May 13-15. This year's theme, 'Connection,' celebrates collaboration, innovation, and the future of municipal service delivery.

MSDO proudly hosts its flagship national annual conference. Each year, this conference features three days of engaging discussions, networking opportunities and plenary sessions focused on current and future customer service and technology trends that directly impact municipal professionals who are front-line staff, managers, and directors.

The Annual Conference brings municipalities across Canada together as a central hub for collaboration. Partners to come together to discuss, brainstorm and connect with each other on issues and topics that impact their organizations and communities.

Sponsors drive the success of the conference our municipal members are always eager to learn from industry experts and connect with companies that can help implement strategies, technology, plans and vision.

Why Sponsor MSDO?

#1 Gain Access

MSDO Conference is your gateway to 75+ municipal customer service leaders and professionals across Canada.

#2 Networking Opportunities

Interact face-to-face with municipal attendees during trade show, expand your reach by attending social networking events, having meaningful conversations and making new connections. Attendees value networking events as the highlight of the conference.

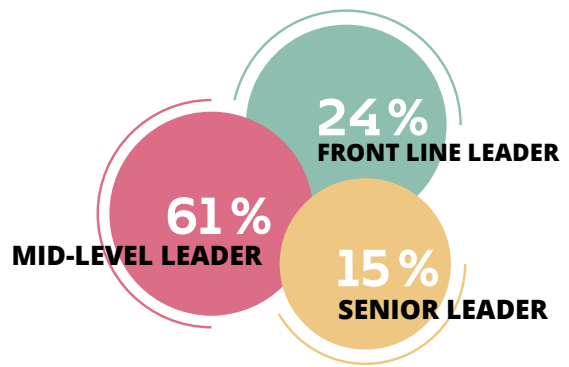
#3 Increase Brand Exposure

Demonstrate how your products and services empower municipalities to achieve their goals.

#4 Be A Thought Leader

Position yourself and your company as leaders and experts in your field at this conference.

64



Member Municipalities

There are 64 municipal members of MSDO.

Member Profile

The MSDO National Conference connects your organization directly with municipal leaders who are focused on service delivery excellence in Canada.

Provinces with Municipal Members

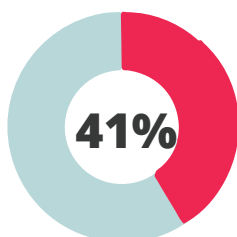
The following provinces have municipalities who are members: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Nova Scotia, Newfoundland and Labrador and New Brunswick.



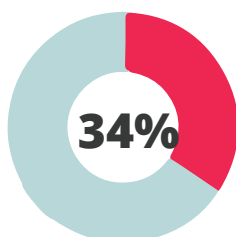
Member Location

West (west of ON) – 14
Central (ON) – 48
East (east of ON) – 2

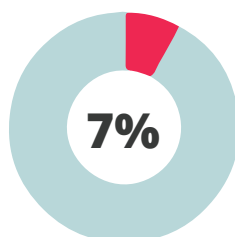
Number of members by population size of municipality



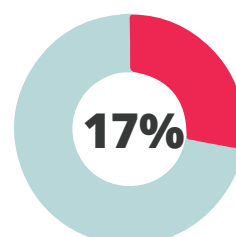
Up to 100,000



100,001 to 300,000



300,001 to 500,000



Over 500,000

Sample Program At A Glance

Day 1

Learning Event
Welcome Lunch & Networking
Plenary Sessions
Vendor Tradeshow
Welcome Reception & Networking

Day 2

Breakfast & Networking
Plenary Sessions
Lunch & Networking
Plenary Sessions
Vendor Tradeshow
Keynote
Dinner & Networking

Day 3

Breakfast & Networking
Plenary Sessions
Lunch & Networking
Plenary Sessions
Keynote
Vendor Tradeshow
Learning Event
Award Gala and Networking Dinner
Closing Remarks



2025 Sponsor Options

Aurora, ON | May 13-15, 2025

Benefit	Platinum Champion \$10,000 x1 Available	Gold Supporter \$5,000 x5 Available	Silver Ambassador \$3,000 x5 Available
Exclusive Gala Sponsor / Co-Host	X		
Pre-Conference Recognition			
Conference Website (including logo and link) advertising your sponsorship level.	Y	Y	Y
Social Media Recognition	Y	Y	Y
Full Conference Access			
Stand Alone Conference Spotlight Speaking Invitation (includes 15 min Q&A)	60 min.		
Fireside Reflections Sponsor Panel		25 min.	
Full Conference Pass (ALL access pass)	4	2	1
Tabletop exhibit (one 6' draped table, two chairs; WiFi)	Y	Y	Y
Recognition at Conference			
Verbal acknowledgement at start and end of each day advertising your sponsorship level	Y	Y	Y
Signage at Conference advertising your sponsorship level	Y	Y	Y
Promo Materials in Conference delegate bag	Y	Y	Y
Recognition at Welcome Reception Sponsor	Y		
Recognition as a Lunch Sponsor		Y	
Recognition as a Break Sponsor			Y
Social Media Recognition (LinkedIn) of your Sponsorship	Y	Y	Y
Post Event Benefit			
Access to Attendee Registration List	Y	Y	Y

Add-On Sponsorship Opportunities Available to Conference Wide Sponsors

Add-On Conference-Wide sponsorships opportunities are available. Contact conference@msdo.ca for further details on each of the opportunities available.

For Example:

Conference Lanyard, Charging Stations, WiFi with Customized Passcode, Headshot booth by professional photographer, Raffle Prizes, Morning or Afternoon Break, or Hospitality Suite.

To ensure your organization is properly recognized, please express your interest at your soonest convenience or by March 31, 2025. Please complete an application online or email conference@msdo.ca.

Sponsorship Terms & Conditions

These terms and conditions are an essential part of the sponsorship agreement. Please retain this page for your records and appropriate follow up.

1. MANAGEMENT – The Municipal Service Delivery Officials Board of Directors (MSDO Board) reserves the right to render all interpretations and to establish further or to amend regulations as it may be deemed necessary for the proper conduct and general success of the Conference. You can email conference@msdo.ca for all sponsorship related matters.

2. INVOICES – An invoice(s) will be issued by MSDO for sponsorships. Sponsorship payments are to be made via credit card (preferred) or Electronic Fund Transfer and **must be received in full prior to the start of the Conference.**

For credit card payments, contact Canice Mok at canice.mok@york.ca or 416-839-5800 to arrange payment. You will be requested to provide your credit card number and expiry date information for the payment to be processed.

For Electronic Fund Transfer, contact Canice Mok at canice.mok@york.ca or 416-839-5800.

Provide the applicable form to MSDO and MSDO will complete and return to your organization.

Requests for alternate payment arrangements (e.g. installment payments) may be accommodated and are to be made in writing to Michelle Orth, chair@msdo.ca Requests are subject to approval by both the MSDO President and the MSDO Treasurer. **Should a request not be approved, payment must be received.**

3. SALES - All sponsorships are final. Refunds will not be issued.

4. COMPETING EVENTS CLAUSE – Sponsors must obtain prior approval from the MSDO Board before hosting or participating in hospitality events.

All activities and events conducted during the conference program, including events permitted by the MSDO Board must be arranged through conference@msdo.ca. Sponsors shall not contracted directly with the hotel, its vendors, or other venues for any element of a hospitality event.

5. MSDO DELEGATE LIST – The final delegate list will be made available to all sponsors post event on or prior to June 1, 2025. The list provided to sponsors will comply with current privacy laws.

6. DEADLINES – Submit all deliverables by the deadlines below to unlock your sponsorship benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. MSDO Board is under no obligation to issue reminders. The deadlines for the 2025 MSDO National Conference are as follows:

Item	Purpose	Deadline	Submitted To
Company Logo (in vector and jpeg format)	Featured on conference website	April 15, 2025	conference@msdo.ca
Presentation slide deck + other digital presentation items	Inclusion in MSDO Member Forum Post Event	April 15, 2025	conference@msdo.ca
100 Promotional Items	Inclusion in registration packages	April 15, 2025	Address will be provided to sponsors.

7. CONTACT PERSON – Companies are urged to assign one person to communicate with MSDO or designated event planner on all matters pertaining to their participation as sponsors. MSDO or a designated event planner will send information and materials to the contact person listed on the Application Form. MSDO or a designated event planner is not responsible for relaying information among different branches/departments of sponsoring companies.

8. TERMINATION OF CONTRACT – This contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include but are not limited to the following: acts of God; regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, curtailment of transportation facilities; or other emergency making it illegal, or otherwise impossible to provide the facilities or the services to hold the conference; any delay in necessary and essential construction or preparation of the conference facility, strike, lockout or work stoppage or other restraint of labour, either partial or general, from whatever cause. If performance becomes impossible, the MSDO Board will reimburse sponsors on a pro-rated basis.

Sponsorship Application Form

Name of Company: _____

Contact Person: _____

Title: _____

Address: _____

City/Province: _____

Postal Code: _____

Phone: _____ **Email:** _____

Website _____

(to be linked from the conference website)

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. I have read and understand the above stated sponsorship terms and conditions. I hereby agree to the sponsorship terms and conditions.

Name of Authorized Officer: _____

Title: _____

Signature of Authorized Officer: _____

Date: _____

Sponsor Level

Platinum Champion
\$10,000 x1 Available

Gold Supporter
\$5,000 x5 Available

Silver Ambassador
\$3,000 x5 Available

We accept payment by:

Cheque
VISA
Master Card
American Express

For more information on payments, please see section 2 of the Sponsorship Terms and Conditions.

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CONTACT US:

✉ conference@msdo.ca

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