



Rethinking Municipal Service

# 2027 Conference Sponsorship Opportunities

[www.msdso.ca](http://www.msdso.ca)



# MSDO Conference

Join the Municipal Service Delivery Officials (MSDO) for the 2027 Conference in Grande Prairie, Alberta, from May 25-27, 2027. This year's theme, "Building Tomorrow Together" celebrates the ideas, partnerships, and innovations that are reshaping municipal service.

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.

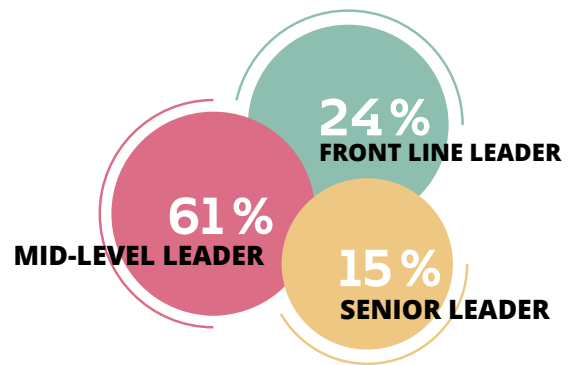
### #3 Increase Brand Exposure

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.

61



## Member Municipalities

There are 61 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.



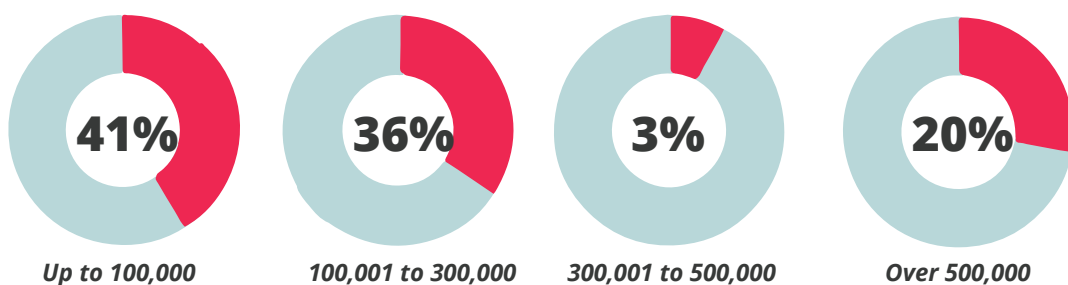
## Member Location

West (west of ON) – 10

Central (ON) – 47

East (east of ON) – 4

## Number of members by population size of municipality



# Sample Program At A Glance

| Day 1                          | Day 2                  | Day 3                            |
|--------------------------------|------------------------|----------------------------------|
| Learning Event                 | Breakfast & Networking | Breakfast & Networking           |
| Tradeshow Opens                | Plenary Sessions       | Plenary Sessions                 |
| Welcome Lunch & Networking     | Lunch & Networking     | Lunch & Networking               |
| Plenary Sessions               | Plenary Sessions       | Plenary Sessions                 |
| Vendor Introductions           | Vendor Tradeshow       | Keynote                          |
| Welcome Reception & Networking | Keynote                | Vendor Tradeshow                 |
|                                | Dinner & Networking    | Learning Event                   |
|                                |                        | Award Gala and Networking Dinner |
|                                |                        | Closing Remarks                  |



# 2027 Sponsor Options

| Benefit                                                                          | Platinum Champion<br>\$10,000 x1 Available | Gold Supporter<br>\$5,000 x5 Available | Silver Ambassador<br>\$3,000 x5 Available |
|----------------------------------------------------------------------------------|--------------------------------------------|----------------------------------------|-------------------------------------------|
| Exclusive Gala Sponsor / Co-Host                                                 | X                                          |                                        |                                           |
| <b>Pre-Conference Recognition</b>                                                |                                            |                                        |                                           |
| Conference Website (including logo and link) advertising your sponsorship level. | X                                          | X                                      | X                                         |
| Social Media Recognition                                                         | X                                          | X                                      | X                                         |
| <b>Full Conference Access</b>                                                    |                                            |                                        |                                           |
| Stand Alone Conference Spotlight Speaking Invitation                             | X                                          |                                        |                                           |
| Trends, Opportunities, Challenges Speaking Spotlight                             |                                            | X                                      |                                           |
| Full Conference Pass (ALL access pass)                                           | 4                                          | 2                                      | 1                                         |
| Tabletop exhibit (one 6' draped table, two chairs; WiFi)                         | X                                          | X                                      | X                                         |
| <b>Recognition at Conference</b>                                                 |                                            |                                        |                                           |
| First Day Introduction Prior to Welcome Reception                                | X                                          | X                                      | X                                         |
| Daily acknowledgement of sponsorship level.                                      | X                                          | X                                      | X                                         |
| Sponsorship Level Signage                                                        | X                                          | X                                      | X                                         |
| Promo Materials in Conference delegate bag                                       | X                                          | X                                      | X                                         |
| Sponsored Raffle (Premium Swag)                                                  | O                                          | O                                      |                                           |
| Recognition at Welcome Reception Sponsor                                         | X                                          |                                        |                                           |
| Recognition as a Lunch or Break Sponsor                                          |                                            | X                                      |                                           |
| Social Media Recognition of Sponsorship                                          | X                                          | X                                      | X                                         |
| Board Liaison during Conference                                                  | X                                          | X                                      | X                                         |
| <b>Post Event Benefit</b>                                                        |                                            |                                        |                                           |
| Access to Attendee Registration List                                             | X                                          | X                                      | X                                         |

## Add-On Sponsorship Opportunities Available to Conference Wide Sponsors

Add-On Conference-Wide sponsorships opportunities are available. Contact [conference@msdo.ca](mailto: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 Feb 15, 2027. Please complete an application online or email [conference@msdo.ca](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:conference@msdo.ca). Sponsors shall not contract 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, 2027. 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 2027 MSDO National Conference are as follows:

| Item                                                       | Purpose                                   | Deadline             | Submitted To                                               |
|------------------------------------------------------------|-------------------------------------------|----------------------|------------------------------------------------------------|
| Company Logo<br>(in vector and jpeg format)                | Featured on conference website            | <b>March 1, 2027</b> | <a href="mailto:conference@msdo.ca">conference@msdo.ca</a> |
| Presentation slide deck + other digital presentation items | Inclusion in MSDO Member Forum Post Event | <b>April 1, 2027</b> | <a href="mailto:conference@msdo.ca">conference@msdo.ca</a> |
| 100 Promotional Items                                      | Inclusion in registration packages        | <b>April 1, 2027</b> | 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.



# Rethinking Municipal Service

## CONTACT US:

✉ [conference@msdo.ca](mailto:conference@msdo.ca)

---

[www.msdo.ca](http://www.msdo.ca)

