STAFF REPORT

Date: 18 Jan 2019

To: Chair Russell and Members of the RDKB
B oard of Directors

From: Theresa Lenardon, Manager of Corporate Administration

Re: AKBLG SPONSORSHIP

Issue Introduction
A staff report from Theresa Lenardon, Manager of Corporate Administration regarding sponsorship for the 2019 Association of Kootenay and Boundary Local Governments (AKBLG) Convention and AGM hosted by the City of Castlegar.

History/Background Factors
The City of Castlegar is hosting the 2019 AKBLG Convention and AGM April 18-20 and is requesting sponsorship funding from the RDKB. The attached information provides the amounts of the sponsorship levels being requested.

In the past, the RDKB has provided funding in the amount of $2,000 to a host community that is not a member municipality or an Electoral Area within the RDKB's jurisdiction. The RDKB provides a larger sum of sponsorship when the AKBLG is being hosted by a RDKB member municipality or Electoral Area.

Given Castlegar is not a RDKB member municipality and based on past practice, the RDKB may wish to provide Silver Level Sponsorship in the amount of $2,000.

Implications
1. Financial support for this purpose is included in the 2019 Financial Plan and is allocated in the General Administration (001) Budget.
2. Sponsoring the event supports the efforts of the City of Castlegar and provides good public relations for the RDKB.

Advancement of Strategic Planning Goals
1. Sponsorship funding for the 2019 AKBLG Convention in Castlegar meets Strategic Planning Goal:
   **Improve and Enhance Communication:** We will continue to focus on partnerships that advance the interests of the Region.
Background Information Provided
1. Letter of request from Rob Gay, AKBLG President
2. List of Sponsorship Opportunities

Alternatives
1. Receipt only - no action required
2. Approve Silver Level Sponsorship in the amount of $2,000

Recommendation(s)
That the Regional District of Kootenay Boundary Board of Directors approves the allocation of $2,000 (Silver Level Sponsorship) in the 2019 General Administration (001) Budget/Financial Plan as a contribution towards the 2019 Association of Kootenay and Boundary Local Governments Convention and AGM, April 18-20, 201 hosted by Castlegar, B.C. **FURTHER** that the City of Castlegar and the AKBLG be advised accordingly.
January 2019

Theresa Lenardon
Regional District of Kootenay Boundary
Email: tlenardon@rdkb.com

Dear Theresa,

As a committed sponsor of the Association of Kootenay & Boundary Local Governments (AKBLG) Convention and Annual General Meeting, the 2019 AKBLG Organizing Committee would like to invite you to join us again as a sponsor of this year’s Convention: **Strengthening the Capacity for Local Government Performance.**

The 2019 AKBLG Convention & AGM is being hosted by the City of Castlegar from April 26-28, 2019. Over 150 elected officials and senior staff from 27 municipalities and the Regional Districts of Central Kootenay, East Kootenay and Kootenay Boundary will be in attendance, giving you networking opportunities with decision makers from local governments.

We continue to offer five levels of Convention sponsorships:

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Diamond $8000+</th>
<th>Platinum $6000+</th>
<th>Gold $4000+</th>
<th>Silver $2000+</th>
<th>Bronze $1000+</th>
<th>Trade Show Only $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary delegate registration (includes meals, Banquet &amp; Opening Reception)</td>
<td>Yes 4 delegates</td>
<td>Yes 3 delegates</td>
<td>Yes 2 delegates</td>
<td>Yes 1 delegate</td>
<td>partial 1 delegate</td>
<td>N/A</td>
</tr>
<tr>
<td>Trade show booth included in package</td>
<td>Yes Premium location 8x10</td>
<td>Yes Premium location 8x10</td>
<td>Yes Central location 8x10</td>
<td>additional purchase ($500) size varies</td>
<td>additional purchase ($500) size varies</td>
<td>Trade Show booth only. Available after Feb 15, 2019</td>
</tr>
<tr>
<td>Sponsorship of a specific Convention event (as negotiated)</td>
<td>Yes 2 Diamond opportunities</td>
<td>Yes 1 Platinum opportunity</td>
<td>Yes 1 Gold opportunity</td>
<td>Yes 1 Silver opportunity</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Speaking opportunity at sponsored event (as negotiated)</td>
<td>Yes 3-5 Minute</td>
<td>Yes 3-5 Minute</td>
<td>Yes 2-3 Minute</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Sponsorship at the Diamond, Platinum, Gold and Silver levels will continue to include meals and social events, giving you maximum networking time with Convention delegates. Bronze level sponsors will receive a partial meal package for one delegate that includes breakfasts and lunches only. Sponsorships do not include accommodation. There are many hotels within walking distance of the host location at the Castlegar & District Community Complex situated at 2101 – 6th Avenue in Castlegar.

Attached is our detailed 2019 sponsorship package and sponsorship reply form. Please return the enclosed Sponsorship Form at your earliest convenience to ed@akblg.ca. To maximize your sponsorship benefits we encourage you to confirm your sponsorship as soon as you can and by a confirmation date of Friday, February 15th, 2019.

If you would like to discuss your sponsorship, please contact AKBLG Executive Director Carolyn Maher at ed@akblg.ca. For inquiries concerning details of your Trade Show Booth please contact Convention Coordinator Amanda Murray at conventioncoord@akblg.ca. Online Registration for Sponsors will be available March 4th – 25th at www.akblg.ca.

We look forward to the privilege of working with you for a successful 2019 AKBLG Convention and AGM.

Sincerely,

Rob C. Gay, President
Association of Kootenay & Boundary Local Governments
SPONSORSHIP FORM

☐ Yes! Our organization is pleased to be a sponsor of the 2019 AKBLG Convention.

☐ Thank you for your invitation but we are unable to be a sponsor this year.

ORGANIZATION INFORMATION

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐ Diamond</td>
<td>$8,000+</td>
</tr>
<tr>
<td></td>
<td>☐ Platinum</td>
<td>$6,000+</td>
</tr>
<tr>
<td></td>
<td>☐ Gold</td>
<td>$4,000+</td>
</tr>
<tr>
<td></td>
<td>☐ Silver</td>
<td>$2,000+</td>
</tr>
<tr>
<td></td>
<td>☐ Bronze</td>
<td>$1,000+</td>
</tr>
</tbody>
</table>

Key Contact

Name

Contact email

Contact phone

Mailing Address

Logo Recognition

Send us your logo to ensure you receive maximum recognition!

☐ High quality vector (.eps or .svg or .png) logo has been emailed to jay@3birds.ca

PAYMENT

<table>
<thead>
<tr>
<th>Sponsorship Amount</th>
<th>$</th>
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</thead>
<tbody>
<tr>
<td>Trade Show Booth (Silver, Bronze add $500 if you’d like a booth)</td>
<td>$</td>
</tr>
<tr>
<td>Total Due</td>
<td>$</td>
</tr>
</tbody>
</table>

Make cheques payable to AKBLG. Mailed to 4979 Falcon Drive, Fairmont Hot Springs, BC V0B 1L1

☐ Payment to follow ☐ Please invoice us

Return form to ed@akblg.ca

More Info? TRADE SHOW: Contact Amanda Murray, Convention Coordinator at conventioncoord@akblg.ca / 403-678-7044

SPONSORSHIP: Carolyn Maher, AKBLG Executive Director ed@akblg.ca / 250-688-0650
DETAILED INFORMATION ON SPONSORSHIP PACKAGES

**DIAMOND LEVEL SPONSORSHIP**  $8,000 +

- Complimentary Sponsor Delegate registration for 4 delegates. Includes all meals, opening reception, banquet, plenary presentations and workshop sessions.
- Complimentary 8’ X 10’ trade show space in a premium location.
- Exhibitors bring their own table coverings, table skirts, lighting and electrical cords.
- Wall outlets along the sides of the building are 120 volt with limited 220 volt available.
- Official sponsor of two Diamond Level events or specific presentations as negotiated with the Convention team. Sponsor will receive verbal and/or banner recognition. Sponsor to supply banner.
- Speaking opportunity at your sponsored event (3-5 minutes) upon negotiation with the Convention team.
- Opportunity to place promotional items at the Convention registration desk.
- Opportunity to provide promotional items in the delegate welcome package if promotional item is received by March 29th.
- Opportunity to provide branded or other items as prizes for special events.
- Logo recognition as a Diamond Sponsor on the Convention webpage and program if logo is received before March 1st.
- Logo recognition on sponsor slide show if logo is received before March 1st.

**PLATINUM LEVEL SPONSORSHIP**  $6,000 +

- Complimentary Sponsor Delegate registration for three delegates. Includes all meals, opening reception, Convention banquet, plenary presentations and workshop sessions.
- Complimentary 8’ X 10’ trade show space in a premium location.
- Exhibitors bring their own table coverings, table skirts, lighting and electrical cords.
- Wall outlets along the sides of the building are 120 volt with limited 220 volt available, long electrical cords required.
- Official sponsor of one Platinum Level event or specific presentation as negotiated with the Convention team. Sponsor will receive verbal and/or banner recognition. Sponsor to supply banner.
- Speaking opportunity at your sponsored event (3-5 minutes) upon negotiation with the Convention team.
- Opportunity to place print or promotional items at the Convention registration desk.
- Opportunity to provide promotional items in the delegate welcome package if promotional item is received by March 29th.
- Opportunity to provide branded or other items as prizes for special events.
✓ Logo recognition as a Platinum Sponsor on the Convention webpage and program if logo is received before March 1st.
✓ Logo recognition on sponsor slide show if logo is received before March 1st.

**GOLD LEVEL SPONSORSHIP**  $4,000 +

✓ Complimentary Sponsor Delegate registration for two delegates. Includes all meals, opening reception, Convention banquet, plenary presentations and workshop sessions.

✓ Complimentary 8’ X 10’ trade show space in a central location.
✓ Exhibitors bring their own table coverings, table skirts, lighting and electrical cords.
✓ Wall outlets along the sides of the building are 120 volt with limited 220 volt available, long electrical cords required.

✓ Official sponsor of one Gold Level event or specific presentation as negotiated with the Convention team. Sponsor will receive verbal and/or banner recognition. Sponsor to supply banner.

✓ Speaking opportunity at your sponsored event (2-3 minutes) upon negotiation with the Convention team.

✓ Opportunity to purchase a trade show space for an additional price of $500. Must be purchased by Feb 15th to guarantee a booth. Size and location varies due to limited space.
✓ Exhibitors bring their own table coverings, table skirts, lighting and electrical cords.
✓ Wall outlets along the sides of the building are 120 volt with limited 220 volt available, long electrical cords required.

✓ Official sponsor of one Gold Level event or specific presentation as negotiated with the Convention team. Sponsor will receive verbal and/or banner recognition. Sponsor to supply banner.

✓ Opportunity to place one print or promotional item at the Convention registration desk.
✓ Opportunity to provide branded or other items as prizes for special events.
✓ Logo recognition as a Gold Sponsor on the Convention webpage and program if logo is received before March 1st.

✓ Logo recognition on sponsor slide show if logo is received before March 1st.

**SILVER LEVEL SPONSORSHIP**  $2,000 +

✓ Complimentary full Sponsor Delegate registration for one delegate. Includes all meals, opening reception, Convention banquet, plenary presentations and workshop sessions.

✓ Opportunity to purchase a trade show space for an additional price of $500. Must be purchased by Feb 15th to guarantee a booth. Size and location varies due to limited space.
✓ Exhibitors bring their own table coverings, table skirts, lighting and electrical cords.
✓ Wall outlets along the sides of the building are 120 volt with limited 220 volt available, long electrical cords required.

✓ Official sponsor of one Silver Level event or service as negotiated with the Convention team. Sponsor will receive verbal and/or banner recognition. Sponsor to supply banner.

✓ Opportunity to place one print or promotional item at the Convention registration desk.
✓ Opportunity to provide branded or other items as prizes for special events.
✓ Logo recognition as a Silver Sponsor on the Convention webpage and program if logo is received before March 1st.

✓ Logo recognition on sponsor slide show if logo is received before March 1st.
BRONZE LEVEL SPONSORSHIP $1,000 +

✓ Complimentary partial Sponsor Delegate registration for one delegate. Includes
breakfasts & lunches, plenary presentations. Does not include Banquet or Welcome
Reception. Tickets may be available for purchase during Convention based on
availability.

✓ Opportunity to purchase a trade show space for an additional price of $500. Must be
purchased by Feb 15th to guarantee a booth. Size and location varies, due to limited
space.
✓ Exhibitors bring their own table coverings, table skirts, lighting and electrical cords.
✓ Wall outlets along the sides of the building are 120 volt with limited 220 volt available,
long electrical cord required.
✓ Opportunity to provide branded or other items as prizes for special events.
✓ Logo recognition as Bronze Sponsor on the Convention webpage and program if logo is
received before March 1st.
✓ Logo recognition on sponsor slide show if logo is received before March 1st.

Note:

Branded print or promotional items must be received by the Convention Coordinator by March
29th, 2019. Items should be shipped with tracking via Canada Post to:

AKBLG Convention Coordination
Amanda Murray
1034 Purcell Crescent
Creston, BC V0B 1G3
(403) 678-7044

Delegate Registration:

Your company’s “Complimentary Sponsor Delegate” is required to be identified by registering
online under the same category. Sponsor registration will be open online March 4th – 25th at
www.akblg.ca