



OSUM 2025

Sponsorship Prospectus

April 30-May 2, 2025
Town of Collingwood

Why Sponsor

The Ontario Small Urban Municipalities (OSUM) is Ontario's voice for small urban municipalities. OSUM is an integral part of the Association of Municipalities of Ontario (AMO). Several of its Executive Committee members serve on the AMO Board of Directors. OSUM's policy and research work is aligned and informed by AMO. OSUM provides the distinct, small urban perspective and voice to municipal matters.

The OSUM Conference attracts close to 200 elected officials, senior municipal staff, and decision makers from across Ontario. The Conference represents an important opportunity for locally elected officials to network, discuss critical social, economic and policy matters facing small urban communities.

Make sure your organization has an opportunity to support and influence OSUM and its members at this year's conference. Take advantage of this year's sponsorship by positioning your services front and centre of all conference participants.

How Sponsorship Works

As an OSUM Conference Sponsor, there are several ways to profile your business. Below, you will see all the available sponsorship opportunities. Trade show booths are not considered in sponsorship packages. Consider complimenting your sponsorship and increasing your profile through an exhibitor booth.

Deadline to confirm sponsorship: April 15, 2025

Contact Petra Wolfbeiss to review and finalize your sponsorship.
pwolfbeiss@amo.on.ca

OSUM Conference Sponsorship

All Sponsors receive the following benefits:

- Recognition on the OSUM website

- Recognition at the Conference
- Corporate biography and logo on the mobile app
- Recognition in the plenary hall sponsorship loop

Additional benefits are based on the level of sponsorship:

Platinum: \$12,000 +

Four conference registrations
 Complimentary booth
 Banner ad on the conference app
 Augmented app profile
 Promotional email to conference delegates

Gold: \$10,000 +

Three conference registrations
 Complimentary booth
 Banner ad on the conference app
 Augmented app profile

Silver: \$5,000 +

Two conference registrations

Bronze: \$3,000 +

One conference registration

Sponsorship Opportunities

Not all sponsorships are exclusive. If you are interested in opportunities for exclusive sponsorship, contact Petra Wolfbeiss via email at pwolfbeiss@amo.on.ca.

Speaking

Keynote Sponsorship - \$8,000

Sponsor a conference keynote providing you an opportunity to not only introduce the speaker but also yourself and your organization. 5 minutes in total on the mainstage.

Plenary Hall Remarks - \$10,000

10-minute speaking opportunity in the plenary program. Two available.

Plenary Session - \$8,000

Sponsor and introduce one of the keynotes or high-profile panel discussions.

Opening Reception - \$5,000

Alongside local dignitaries, welcome delegates to the conference at the kick-off reception with vendors.

Branding

Kits - \$3,000 (\$6,000 for exclusivity)

You'll be placing your brand in the hands of over 200 attendees when you sponsor the bags that attendees are given upon checking in to the conference.

Lanyards - \$5,000

You'll have your brand next to every attendee at the Conference when you sponsor the delegates' lanyards. This is an exclusive opportunity.

Conference App - \$5,000

See your brand on the landing page of the app and be the most played banner ad on the app pages. This is an exclusive opportunity.

Registration - \$5,000

This is a prime branding opportunity. In addition to prominent recognition at registration, your logo will also be displayed on the conference registration page.

Wrap Up Prize Draw - \$3,000 + cost of the prize

See OSUM delegates leaving happy with your wrap up prize draw.

Conference Coffee Breaks - \$1,500

Focus delegates attention with your sponsored coffee break and branding as they fill their cups to the brim.

Your Idea Here - \$TBD

Do you have a creative idea that you don't see listed here? Please contact us and we will work with you to bring it to life, offering great exposure at the AMO Conference.