



**Ontario Municipal Tax  
and Revenue Association**  
Ontario's Municipal Revenue Specialists

February 20, 2026

To our valued municipal partners and service providers:

On behalf of the Ontario Municipal Tax and Revenue Association (OMTRA), its Executive, and our province-wide membership, we are pleased to present a range of sponsorship opportunities that may be of interest to your organization.

***OMTRA brings together experts in taxation, customer service, revenue management, utility billing, Provincial Offences Act (POA) administration, and the Administrative Penalty System (APS) from municipalities across the province. As a sponsor, you'll have the opportunity to showcase your brand, solutions, and thought leadership. The OMTRA Conference offers exceptional visibility, direct relationship-building, and influence with professionals who rely on innovative tools and partnerships to deliver efficient public service.***

Our 2026 Annual Fall Conference will be held at Deerhurst Resort in Huntsville, Ontario from **September 13–16, 2026**. Planning is already well underway, and we anticipate building on the remarkable engagement and enthusiasm seen at last year's event. We look forward to delivering another robust, informative, and well-attended conference featuring expert speakers, timely discussions, and invaluable networking opportunities.

We invite you to mark your calendar for one of the must-attend municipal sector conferences of 2026. Sponsorship with OMTRA not only elevates your organization's visibility but also demonstrates your commitment to supporting excellence and innovation in municipal tax and revenue administration.

If you have any questions or would like to discuss sponsorship options in more detail, please do not hesitate to contact me at [sponsorship@omtra.ca](mailto:sponsorship@omtra.ca).

We look forward to the partnering with you and hope to see you at Deerhurst in September.

Best regards,

*Caterina Chiarandini*

Caterina Chiarandini  
Director of Sponsorship, Promotions and Advertising

# 2026 ANNUAL FALL CONFERENCE SPONSOR AND EXHIBITOR PACKAGE



**Ontario Municipal Tax  
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Ontario's Municipal Revenue Specialists



## About Us

OMTRA is the professional association of Ontario's municipal tax and revenue specialists. Since 1967, OMTRA has been the go-to information source for municipal tax and revenue professionals, municipalities, sponsoring partners and members of the public.

We are a member-driven organization committed to providing expertise while educating and advocating in the interests of our members. We are the leading voice for Ontario's municipal tax and revenue professionals, providing our members with connections and learning opportunities that strengthen our communities.

For a listing of our member municipalities, please visit:  
<https://www.omtra.ca/about-us/member-municipalities>

## Our Members

OMTRA is comprised of over 600 municipal professionals, with expertise in property tax, utility, including water, billing and Provincial Offences Act collections.

Our membership is comprised of:

- Tax collectors and revenue officers
- Managers and directors of taxation, revenue services, utility billing, APS and POA revenue
- Senior municipal finance staff working in taxation, assessment, billing, and collections
- Specialists in policy, strategy, and financial governance

## Our Mission, Vision and Values

### Mission

The Ontario Municipal Tax and Revenue Association (OMTRA) is a member-driven organization committed to building professional expertise, offering educational opportunities, and advocating in the interests of our members.

### Vision

To be the leading voice of Ontario's municipal tax and revenue professionals, providing our members with connections and learning opportunities that strengthen our communities.

### Values

At OMTRA, we:

- Cultivate a spirit of integrity, collegiality, and respect that encourages inquiry, collaboration and innovation
- Embrace continuous improvement, in our organization and our members
- Strive to reflect the diversity of our membership and communities



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**Event:** 2026 Annual Fall Conference

**Date:** September 13-16, 2026

**Location:** Deerhurst Resort  
1235 Deerhurst Dr  
Huntsville, Ontario





# SPONSORSHIP CATEGORIES

## DIAMOND SPONSOR

By June 1st \$2,850 +HST  
After June 1st \$2,950 +HST



DIAMOND TIER  
1 Free Sponsor  
Registration

### BENEFITS:

- ❖ Showcase your business at a designated sponsor exhibit table
- ❖ Promotional advertisement of 30 seconds looped for half hour in conference
- ❖ Sponsor recognition on event signage and OMTRA LinkedIn post
- ❖ Your logo rotating in the banner in our Digital App with link to your website
- ❖ Attendee lists, hard copy in conference and post-conference PDF
- ❖ Your advertising material inserted into Delegate Kits
- ❖ Acknowledgement of sponsorship published in Digital Agenda and during Opening Remarks

## EMERALD SPONSOR

By June 1st \$1,500 +HST  
After June 1st \$1,600 +HST

### BENEFITS:

- ❖ Sponsor recognition on event signage and OMTRA LinkedIn post
- ❖ Your logo rotating in the banner in our Digital App with link to your website
- ❖ Attendee lists, hard copy in conference and post-conference PDF
- ❖ Your advertising material inserted into Delegate Kits
- ❖ Acknowledgement of sponsorship published in Digital Agenda and during Opening Remarks

## SAPPHIRE SPONSOR

By June 1st \$1,000 +HST  
After June 1st \$1,100 +HST

### BENEFITS:

- ❖ Sponsor recognition on OMTRA LinkedIn post
- ❖ Your logo rotating in the banner in our Digital App with link to your website
- ❖ Your advertising material inserted into Delegate Kits
- ❖ Acknowledgement of sponsorship published in Digital Agenda and during Opening Remarks



## ADD-ONS

### **IN-CONFERENCE SPONSOR PRESENTATIONS**

(12 available to Diamond Sponsors)

**\$550 +HST**

#### **BENEFITS:**

- ❖ Promote your business during a 30 minute in-conference presentation
- ❖ Presentation slots available: Monday AM, Monday PM, Tuesday AM or Tuesday PM
- ❖ Opportunity to connect with a smaller group of conference delegates and promote your products and services
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### **WELCOME RECEPTION SPONSOR (SUNDAY)**

(1 available)

**\$750 +HST**

#### **BENEFITS:**

- ❖ Promotional advertisement of 30 seconds looped for half hour during reception
- ❖ Sponsor recognition on reception signage and OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre- and post-conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### **HOSPITALITY DINNER SPONSOR (MONDAY)**

(1 available)

**\$1,000 +HST**

#### **BENEFITS:**

- ❖ Promotional advertisement of 30 seconds looped for half hour during dinner
- ❖ Sponsor recognition on dinner signage and OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks



## ADD-ONS

### **GALA DINNER SPONSOR (TUESDAY)**

(1 available)

**\$1,500 +HST**

#### **BENEFITS:**

- ❖ Promotional advertisement of 30 seconds looped for half hour during dinner
- ❖ Sponsor recognition on banquet signage and OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### **GALA DRINK SPONSOR (TUESDAY) \*ON HOLD\***

(1 available)

**\$3,000 +HST**

#### **BENEFITS:**

- ❖ Promotional advertisement of 30 seconds looped for half hour before dinner
- ❖ Sponsor recognition on banquet signage and OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### **LANYARD SPONSOR \*ON HOLD\***

(1 available)

**\$1,850 +HST**

#### **BENEFITS:**

- ❖ Promote your company name on delegate name-tag lanyards
- ❖ Sponsor recognition on OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks



## ADD-ONS

### **HOTEL ROOM KEY SPONSOR \*ON HOLD\***

(1 available)

**\$1,850 +HST**

#### **BENEFITS:**

- ❖ Promote your company name and logo on delegate hotel room key cards
- ❖ Sponsor recognition on OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### **BREAKFAST SPONSOR**

(3 available)

**\$750 +HST**

#### **BENEFITS:**

- ❖ Promotional advertisement of 30 seconds looped for half hour during breakfast
- ❖ Sponsor recognition on breakfast signage and OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### **LUNCH SPONSOR**

(2 available)

**\$750 +HST**

#### **BENEFITS:**

- ❖ Promotional advertisement of 30 seconds looped for half hour during lunch
- ❖ Sponsor recognition on luncheon signage and OMTRA LinkedIn post
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks



## ADD-ONS

### COFFEE BREAK SPONSOR

(3 available AM breaks) / (2 available PM breaks)

**\$500 +HST**

#### **BENEFITS:**

- ❖ Signage in coffee break area acknowledging your Sponsorship
- ❖ Logo displayed on OMTRA website for 30 days pre and post Conference
- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks

### GOLF HOLE SPONSOR

(9 available)

**\$100 +HST**

#### **BENEFITS:**

- ❖ Signage at designated hole acknowledging your Sponsorship
- ❖ Acknowledgement of sponsorship during Opening Remarks

### VIP SPONSOR

*We politely ask sponsors to refrain from anything to be stuffed into delegate bags.*

**Monetary or Gift Donation (minimum value \$100)**

#### **BENEFITS:**

- ❖ Acknowledgement of sponsorship in Digital Agenda and during Opening Remarks



## 2025 CONFERENCE ENGAGEMENT



6,354 in-app digital agenda views



2,249 attendee profile views



1,079 group chats and 1:1 message interactions



Reached more than 75% of attendees via personalized agendas

## ADDITIONAL SPONSOR REGISTRATIONS

By July 15 \$995 +HST

After July 15 \$1,095 +HST

### BENEFITS:

- ❖ Special sponsor pricing for additional conference registrations
- ❖ Includes all meals, events and delegate kit
- ❖ Free gala dinner attendance available by RSVP





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## T&C

- ❖ Sponsorships are non-refundable and do not include HST.
- ❖ Display booths located near break area for maximum exposure and as assigned by OMTRA.
- ❖ Company logo in .jpeg format required from sponsor for video loop, website, LinkedIn and event signage.
- ❖ High resolution .jpeg format preferred for sponsor logos.
- ❖ Time and scope of LinkedIn posts to be established by OMTRA.
- ❖ Registrations after deadline may affect recognition on signage and printed materials.

## CONTACT US

### Donations

For monetary or gift donations: [sponsorship@omtra.ca](mailto:sponsorship@omtra.ca)

### Sponsorship

Inquiries: [sponsorship@omtra.ca](mailto:sponsorship@omtra.ca)

Online sponsor registrations: <http://www.omtra.ca/omtra-events/sponsorships>