



Canadian Association of  
Municipal Communicators

# PARTNERSHIP OPPORTUNITIES

2024

# »»» About the CAMC

## A Voice for Municipal Communicators

The CAMC is a non-profit association providing training, resources, and networking opportunities to Municipal Communicators across Canada.



The Canadian Association of Municipal Communicators (CAMC) is a non-profit professional association specifically created to bring together local government communications professionals from across the country, while helping practitioners grow through networking, professional development, resource sharing, a mentorship program, a local government-specific communications accreditation program, and more!

Communications efforts are a municipality's No. 1 tool in building a relationship with residents, and communications leaders are some of the most strategic minds in local government. At the same time, there has been a notable rise in residents' demands and expectations tied to public communications over the past five years, specifically. Residents want transparency and accountability; they expect to know what their local government is doing at every turn, and the 'why' behind it all. There has also been a sharp spike in communications challenges, such as misinformation/disinformation, difficult public discourse, decreased trust in government, a disappearing media presence, a demand for more public engagement, a sharp rise in the number of emergent events and crisis, increased importance of reputation management, and an ever-shifting communications tech landscape. Meanwhile, municipal communicators are facing ever-constrained capacity. By sharing our experiences, approaches, and resources, the entire industry benefits – and so, too, do each of our CAMC Members.

Together, we can do more.

# Member Benefits

## Current Member Benefits include:

- Networking opportunities
- Professional growth opportunities (professional development, training & education)
- Resources & tools specifically for Municipal Communicators & resource sharing amongst members
- Member-to-member mentorship program
- Accreditation program specific to Local Government Communications Professionals (LGCP)
- Industry news updates & monthly newsletter
- Industry-specific Code of Professional Standards
- Industry job postings (*coming 2025*)
- In-person convention (*tentatively scheduled for 2026*)

At this time, all member events, including networking and professional growth opportunities, are being held virtually, with a minimum of one professional development and one networking opportunity per month.



As the organization continues to grow, additional effort will be put into exploring areas such as:

- Advocacy on issues of pertinence to CAMC Members and Municipal Communications as an industry.
- Research on issues of relevance to Municipal Communications, or broader local government topics.
- Review, feedback, and potential stamp of approval on member municipalities' communications-focused plans.
- Member-driven topic discussions, and networking events specific to different-sized municipalities, different communications roles held by CAMC members, and more.
- Virtual case study reviews and discussions.

# Partnership Value

Our members are your clientele. The CAMC is a rapidly growing professional association specific to Municipal Communicators, with a distinct opportunity for partners to join at the ground level.

## PARTNER SHOWCASE

A dedicated “Partners” page is being added to the CAMC website, which will showcase all CAMC Partners, in alphabetical order. This will include each Partner’s logo, a brief overview of what that Partner offers, and an external link (by clicking the logo) to the Partner’s website.

Each Partner will also be showcased a minimum of twice per year in the monthly CAMC newsletter, distributed directly to all CAMC Members, in addition to an initial announcement as a new Partner in the next newsletter after an agreement is made. Newsletters are also made available to all members on the CAMC website for a term of one year.

Each Partner will also be noted as a virtual event sponsor once per Partnership term year, including the event facilitator announcing the Partner as an event presenter at the beginning of the session, and in a thank-you at the end of the session.

Partners will be showcased on CAMC social media pages.

## DIRECT CONNECTION

The opportunity to be a presenting sponsor (for a fee) for any CAMC event, with a Partner representative speaking at the beginning of the virtual event to share a brief overview of their company, is exclusive to CAMC Partners.

The opportunity to host a webinar (for a fee) is available exclusively to CAMC Partners. These webinars start at 1hr, and will be promoted to all CAMC members through the same means by which CAMC events are promoted. (Partner-hosted webinars available in 2025)

Discounted advertising rates in the CAMC newsletter, providing space for a logo and company overview, as well as the opportunity for a photo or video content, provided by the Partner.

Do you have a success story featuring a municipality, which can be presented as a case study? CAMC Partners will be given the opportunity to provide articles to include in the “News & Information” section exclusive to CAMC Members, and in the general news section available to all who visit the CAMC website.

Have content to fill a special edition newsletter, specific to your company? This discounted personalized newsletter, sent to all CAMC Members, will highlight your company, including logo and company overview. Articles, too, can be included in this special edition newsletter, along with photos. This newsletter will be designed by CAMC staff and approved by your company prior to distribution.

# Partnership Value

The CAMC Partner program is an exciting addition which we believe will be of value not only to those who choose to Partner with the CAMC, but also to our members. This program allows companies to showcase their products and services to CAMC Members in numerous ways, and through multiple mediums.

## FREQUENTLY ASKED QUESTIONS

### What is the cost to become a CAMC Partner?

- \$550 (+GST) for a one-year membership.

### What is the term of Partner membership?

- Membership term begins on the day a new Partner is listed under the Partners section on the CAMC website (if different from the day payment is made and received). This start date kicks off a one-year Partnership term, meaning that if Partner information is added to the website on Sept. 1, 2024, the one-year term will end on Sept. 1, 2025.

### Can a Partner commit to a term longer than one year?

- At this time, the CAMC is only committing to Partnership terms of one year. This may be reviewed in the future, as the organization continues to grow and evolve.

### Are Partners provided member information?

- No. In addition to aligning our efforts with federal Canadian privacy laws, the CAMC is committed to maintaining member confidentiality. A member can choose to provide a Partner with their information, by their own volition.

### What is expected of CAMC Partners?

- Recognizing that Partners are supporting the industry and CAMC Members alike, and that the CAMC is providing opportunities for exposure as Partners, it is expected that Partners act in good faith throughout the term of their Partnership commitment. This includes that Partners do not inappropriately reach out to CAMC Members, specifically as members of the CAMC, without their expressed permission; that Partners do not harass CAMC Members; and that Partners seek to provide value to Members in all engagements, rather than sales pitches.

### Will there be Partner benefits when in-person conferences/events are planned?

- Yes! Partners will be provided discounted rates to become sponsors of in-person conferences, as well as to secure trade show booths for in-person conferences. Additionally, CAMC Partners will be provided a preview of the trade show floor plan, advanced booth selection, and advanced conference registration before public posting.

Do you have any more questions about our CAMC Partner program? Contact Benjamin Proulx, CAMC Executive Director, at [admin@thecamc.ca](mailto:admin@thecamc.ca) or at 780-909-2594.



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## Contact Us



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www.thecamc.ca

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Being a CAMC Partner does not constitute endorsement of the Partner's product(s), service(s), actions, behaviours, or any attributable elements associated with the Partner, by the Canadian Association of Municipal Communicators (CAMC), CAMC leadership, other CAMC Partners, or CAMC Members.