



SPONSORSHIP PROPOSAL

2023

The Edmonton Chamber hosts a diverse range of events suited for your business. Hear from local, national, and international leaders, educate yourself in matters affecting your business, and expand your network during our advocacy, education, and connection events.

With more than 1700 members who employ over 100,000 people in the Region, the Edmonton Chamber of Commerce is one of the most influential business organizations in Canada. We support and enhance the Edmonton Metropolitan Region business community by advocating for conditions that ensure competitiveness, delivering exceptional educational experiences, and connecting people and businesses.

We hold 40-50 events annually to keep our members informed on emerging trends, key policies, and market developments. From keynote speeches from industry experts and political leaders to immersive business development workshops: we provide businesses with the perspectives and strategies needed to compete, grow, and prosper.

Sponsorship and Partnership Opportunities 2023:

Events:

1. Signature Luncheons
2. Panel Discussions
3. Education and Networking

World Trade Centre Edmonton Building Activation:

4. Meeting and Event Spaces
 - o Boardrooms
 - o Conference Centers
 - o Space rentals and facility bookings

Marketing and Advertising:

5. Digital Advertising Opportunities
 - a. edmontonchamber.com and ChamberMaster
 - b. E-Newsletter Advertising

Events:

Provincial Task Force Luncheon, Presented by MacEwan University:

April 19, 2023

On, Wednesday, April 19th from 12:30-2:00pm, the Edmonton Chamber of Commerce will be hosting a Conversation on the Road to Recovery with members of Provincial Task Force at the Westin Edmonton. During a panel discussion, invited members Mike Ellis, Minister of Public Safety and Emergency Services (chair), Nicholas Milliken, Minister of Mental Health and Addiction, Jeremy Nixon, Minister of Seniors, Community and Social Services and Rebecca Schulz, Minister of Municipal Affairs will speak on Edmonton's road to recovery. In December, the committee was formed to address addiction and homelessness in Alberta's urban centers' with a \$187-million commitment. This will be a must attend event for the Edmonton business community with attendance expected to be up to 600.

Supporting Sponsor | \$10,000

- Two Banners on display within venue
- One Table of ten
- Verbal recognition from emcee
- Opportunity to provide branded items for all guests
- Logo placement as Supporting Partner on select event advertising.
 - Includes website, e-newsletter, and social media



Contributing Sponsor | \$7500

- One branded banner on display within venue
- Verbal recognition from emcee
- Four tickets to luncheon
- Logo placement as Contributing Partner on select event advertising.
 - Includes website, e-newsletter, and social media



Mayors State of the City Address, presented by EPCOR:

May 9, 2023

The Mayor's State of the City address is the Edmonton Chamber of Commerce's largest events of the year with an annual sold out attendance of over 1500. Annually the Mayor provides this address to the business community on his upcoming strategy plans and priority for our city. Given what will potentially be a recent provincial election, massive infrastructure projects and investments in the tech industry, the event will sell out quickly as it has in all prior years. This high-profile event attracts our city's largest crowds of business professionals, political figures, influencers and media representatives.

Gold Sponsor | \$10,000

- One Table of 10 in premium location
- Verbal recognition at the podium from emcee
- 2 banners on display within venue
- Exhibitor table or booth within venue
- Logo placement on event advertising and marketing.

This includes:

- Edmontonchamber.com
- Logo inclusions within E-newsletters
- Social Media



Silver Sponsor | \$7500

- 4 Event Tickets in premium location
- Verbal recognition at the podium from emcee
- 1 banner on display within venue
- Logo placement on event advertising and marketing.

This includes:

- Edmontonchamber.com
- Logo inclusions within E-newsletters
- Social Media



Federal Budget Luncheon:

Spring 2023

Join the Edmonton Chamber of Commerce following the release of the federal budget to hear from the federal government directly on their outlook for Canada, Alberta, and Edmonton as they set their priorities for the next fiscal year in its 2023/2024 budget.

Presenting Sponsor | \$17,500

- Designation as a Presenting Sponsor
- Opportunity for representative to bring opening remarks (2 minutes)
- Four Banners on display within venue (2 on stage for keynotes)
- Verbal recognition from emcee
- One Seat at Head Table during keynote
- Two Tables of 10
- Logo placement as Presenting Sponsor on all event advertising

Supporting Sponsor | \$12,500

- Two Banners on display within venue
- One Table of ten
- Verbal recognition from emcee
- Logo placement as Supporting Partner on select event advertising



Contributing Sponsor | \$7500

- One branded banner on display within venue
- Verbal recognition from emcee
- Four tickets to luncheon
- Logo placement as Contributing Partner on select event advertising



Coffee with the Chamber:

Held Monthly

This event is hosted at a variety of member locations throughout the city. It frequently sells out with attendance between 100 and 250 monthly (based on location space). Join our membership for Edmonton's biggest, most dynamic, morning business networking event. A friendly, casual setting and direct, in-person access to key decision makers.

Presenting Sponsor | \$750 per event

- Event name to include, 'Presented by [Your Company]' on all event marketing
- Opportunity for representative to provide address at beginning of the program
- Verbal recognition from emcee as Presenting Sponsor at event
- 10 event tickets
- Company Logo displayed within event presentation as the Presenting Sponsor
- Logo placement as Presenting Sponsor on event advertising, marketing and display material leading up to event. Includes:
 - Edmonton Chamber E-Newsletters
 - Edmontonchamber.com
 - Social Media



Summit on the Aging Workforce:

June 8, 2023

Attracting and supporting a diverse workforce is key to the success of any business. With widespread labour and workforce talent shortages threatening growth and sustainability, many organizations are looking at their recruitment and retention strategies. Workers that 55 years or older can help offset existing and future shortages, mentor younger workers while allowing older workers to earn income, save or invest for retirement, reduce social isolation, and stay connected to the broader society.

During this full day conference, hear from a panel of experts, keynotes, and business leaders on the future of the workforce. This conference is ideal for business leaders, HR professionals, not for profits, and individuals looking to re-enter the workforce.

Presenting Sponsor | \$15,000

- Designation as a Presenting Sponsor within event title
- Opportunity for representative to bring opening remarks (2 minutes)
- Four Banners on display within venue (2 on stage for keynotes)
- Opportunity to have a booth within conference
- Verbal recognition from emcee
- One Seat at Head Table during keynote
- 20 conference tickets
- Logo placement as Presenting Sponsor on all event advertising

Supporting Sponsor | \$10,000

- Two Banners on display within venue
- 10 conference tickets
- One booth within conference
- Verbal recognition from emcee
- Logo placement as Supporting Sponsor on select event advertising

Contributing Sponsor | \$7500

- One branded banner on display within venue
- Verbal recognition from emcee
- Four conference tickets
- Logo placement as Contributing Sponsor on select event advertising



54th Annual Edmonton Chamber of Commerce Golf Tournament:

June 20, 2023

Held at The Quarry, it is our city's most prestigious corporate golf tournament. This sell-out event welcomes more than 200 golfers annually. Our goal is to give players and sponsors an excellent opportunity to get "on course" with the best of Edmonton's business community

Presenting Sponsor | \$12,500

- Designation as a Presenting Sponsor within event title
- Opportunity for representative to bring opening remarks at formal banquet (2 minutes)
- Four Banners on display within venue
- Verbal recognition from emcee
- 8 Golf Spots
- Opportunity to supply branded material to attendees
- Logo placement as Presenting Sponsor on all event advertising, marketing and display material leading up to event.



Cart Sponsor Package | \$7500

- 2 Golf Spots
- All Golf Carts co-branded with your company logo and Edmonton Chamber of Commerce logo
- Verbal recognition from emcee
- Onsite signage recognizing your company as a sponsor
- Opportunity to supply branded material to attendees
- Logo placement as a sponsor on all event advertising, marketing and display material leading up to event.



BBQ Dinner Sponsor | \$7500

- 4 Golf Spots
- Opportunity for company representative to bring formal remarks at banquet
- Verbal recognition from emcee
- Onsite signage recognizing your company as BBQ Dinner Sponsor
- Branded Napkins and Placemats
- Opportunity to supply branded material to attendees
- Opportunity to have up to 2 banners within clubhouse
- Logo placement as a sponsor on all event advertising, marketing and display material leading up to event



Ball Sponsor | \$6000

- 4 Golf Spots
- Company Logo on golf balls
- Verbal recognition from emcee
- Onsite signage recognizing your company as ball sponsor
- Opportunity to supply branded material to attendees
- Opportunity to have up to 2 banners within clubhouse
- Logo placement as a sponsor on all event advertising, marketing and display material leading up to event



Welcome Breakfast Sponsor | \$5000

- 2 Golf Spots
- Opportunity for company representative to welcome guests with signature mimosa
- Verbal recognition from emcee
- Onsite signage recognizing your company as Breakfast/Mimosa Sponsor
- Opportunity to supply branded material to attendees
- Opportunity to have up to 2 banners within clubhouse
- Logo placement as a sponsor on all event advertising, marketing and display material leading up to event



Mulligan Sponsor | \$5000

- 2 Golf Spots
- each golfer to receive 1 mulligan compliments of your company
 - to be branded with company logo
- Verbal recognition from emcee
- Opportunity to supply branded material to attendees
- Logo placement as a sponsor on all event advertising, marketing and display material leading up to event.



Prize Sponsor| \$5000

- 2 Golf Spots
- Verbal recognition from emcee
- Opportunity to supply branded material to attendees
- Logo placement as a sponsor on all event advertising, marketing and display material leading up to event.
- Onsite signage recognizing your company as Prize Sponsor



Tee Box - Hole Sponsor| \$3000

- 2 Golf Spots
- Exclusive logo recognition on personalized tee box signage
- Host and own one tee box on the course
- Opportunity to offer a service or product sample to all golfers
- Two complimentary meals for both breakfast and lunch
- Logo placement as Tee Box Sponsor on event advertising, marketing and display material leading up to event.



Supporting Sponsor| \$1500

- 1 Golf Spot
- Exclusive logo recognition
- Two complimentary meals for both breakfast and lunch
- Logo placement as Supporting sponsor on event advertising, marketing and display material leading up to event.
- Opportunity to supply branded material to attendees



Provincial or Federal Minister Events:

Throughout the year, the Edmonton Chamber of Commerce hosts a variety of both Provincial and Federal Ministers. These events tend to be last minute and as such sponsorship will be secured at the time of booking.

Presenting Sponsor | \$7500

- Event name to include, 'Presented by [Your Company]' on all event marketing
- Opportunity for senior executive to provide address at beginning of the program or play a pre-recorded video (2 minutes allocated for either)
- Verbal recognition from emcee as Presenting Sponsor at event
- 10 virtual event tickets
- Company Logo displayed within event presentation as the Presenting Sponsor
- Logo placement as Presenting Sponsor on both Edmonton Chamber of Commerce and Calgary Chamber of Commerce event advertising, marketing and display material leading up to event. Includes:
 - Edmonton Chamber and Calgary Chamber E-Newsletters
 - Edmontonchamber.com
 - Calgarychamber.com
 - Social Media



Supporting Sponsor | \$5000

- Verbal recognition from emcee as Supporting Sponsor at event
- 4 virtual event tickets
- Company Logo displayed within event presentation as the Supporting Sponsor
- Logo placement as Supporting Sponsor on both Edmonton Chamber of Commerce and Calgary Chamber of Commerce event advertising, marketing and display material leading up to event. Includes:
 - Edmonton Chamber and Calgary Chamber E-Newsletters
 - Edmontonchamber.com
 - Calgarychamber.com



Member Appreciation Family Night:

Summer and Winter 2023

Join fellow members, their families as we combine the opportunity to network with a great family night out. The evening will offer members exclusive and private access to explore the venue exhibits. Family entertainment while we welcome you to relax and connect over snacks and refreshments!

Supporting Sponsor | \$1000

- 4 event tickets to each event
- Opportunity to have 2 Banners on display at each event
- Exhibitor booth at each event
- Opportunity to provide collateral or branded items to guests at each event
- Logo placement on event advertising and marketing.

This includes:

- Edmontonchamber.com
- Logo inclusions within E-newsletters
- Social Media



Canadian Forces Liaison Council Luncheon:

September 2023

Edmonton's business community has an untapped potential to enhance their workplace with military Reservists. Many employers aren't aware of the skills, talent and leadership Reservists can offer to an organization. The Canadian Forces Liaison Council (CFLC) will present this event following the Reservists Day of Recognition.

Presenting Sponsor | \$5000

- One Table of 10 in premium location
- Verbal recognition at the podium from emcee
- 2 banners on display within venue
- Exhibitor table or booth within venue
- Logo placement on event advertising and marketing.
- This includes:
 - Edmontonchamber.com
 - Logo inclusions within E-newsletters
 - Social Media



Supporting Sponsor | \$3500

- 4 Event Tickets in premium location
- Verbal recognition at the podium from emcee
- 1 banner on display within venue
- Logo placement on event advertising and marketing.
- This includes:
 - Edmontonchamber.com
 - Logo inclusions within E-newsletters
 - Social Media



BDC Small Business Week™ 2023:

October 16 - October 20 2023

Local small businesses, makers, entrepreneurs, and creators drive our economy. We're celebrating YOU this October. Join us for a week of events, networking, tours, and more.

Location: Various

As one of the largest Chambers in Canada, 83% of our members have less than 50 employees and are considered small businesses. To celebrate these members, we will be holding several events during the week to empower, educate and connect them with one another. Programming for the week to be set in the summer of 2023 based on the weeks theme as set by BDC. However, the week will include the following elements.

1. Panel Discussion
2. Networking event(s)
3. Mixer Tradeshow
4. Education Session(s)
5. Digital Celebrations

Supporting Sponsor | \$7500

- 2 tickets to each event
- Verbal recognition at each event
- Opportunity to supply branded items/materials to attendees
- Exhibitor Booth at Mixer/Tradeshow
- Display of up to two corporate banner(s) in high visibility area(s)
- Logo placement on event advertising and marketing. This includes:
 - In-event promotions
 - Edmontonchamber.com
 - Logo inclusions within E-newsletters
 - Social Media

Contributing Sponsor | \$3500

- Verbal recognition at each event
- Logo placement on event advertising and marketing. This includes:
 - In-event promotions
 - Edmontonchamber.com
 - Logo inclusions within E-newsletters



Premiers State of the Province Address, Presented by Capital Power:

Fall 2023

With the recent provincial election and exciting changes in the political landscape, a gathering of this caliber will be sure to draw out Edmonton's top decision makers, business professionals and entrepreneurs, bringing together all those interested in the trajectory of our province going forward.

Supporting Sponsor | \$12,500

- Two Banners on display within venue
- One Table of ten
- Verbal recognition from emcee
- Logo placement as Supporting Partner on select event advertising



Contributing Sponsor | \$7500

- One branded banner on display within venue
- Verbal recognition from emcee
- Four tickets to luncheon
- Logo placement as Contributing Partner on select event advertising



State of the Region:

October 2023

Subject matter experts will inform our business-focused audience on the current landscape of the region as the forum brings consideration for the vitalness of unified strategic approaches taken to attract new investment, and the role that communicating a narrative about the region's competitive advantages plays in that endeavor. It further iterates the importance of analysis into the regional land use planning and infrastructure development priorities that have been presented. The State of the Region address offers a chance to consider opportunities for making real changes in how our region functions. We hope to facilitate a collaborative conversation and reinvigorate a unified perspective regarding adjustments that can benefit our region.

Presenting Sponsor | \$17,500

- Designation as a Presenting Sponsor within event title
- Opportunity for representative to bring opening remarks (2 minutes)
- Four Banners on display within venue (2 on stage)
- Verbal recognition from emcee
- One Seat at Head Table
- Two Tables of ten
- Logo placement as Presenting Sponsor on all event advertising



Supporting Sponsor | \$12,500

- Two Banners on display within venue
- One Table of ten
- Verbal recognition from emcee
- Logo placement as Supporting Partner on select event advertising



Contributing Sponsor | \$7500

- One branded banner on display within venue
- Verbal recognition from emcee
- Four tickets to luncheon
- Logo placement as Contributing Partner on select event advertising



World Trade Centre Edmonton

Conveniently located in the historic World Trade Centre building on Jasper Avenue, the 6th floor Conference Centre features one-stop service facilities with productivity, presentation and meeting space for up to 200 people (2nd floor) in a friendly and professional atmosphere.

With amenities ranging from food and beverage service to teleconferencing and free wifi, we're equipped to meet the needs of your meeting or event.



7

EVENT ROOMS

13090 SQ FT

TOTAL EVENT SPACE

300

LARGEST CAPACITY SPACE

Building Sponsorship now available.

The World Trade Centre Edmonton will be undergoing renovations Summer 2023 to modernize the space. Naming rights to the World Trade Centre Edmonton's exceptional meeting venues are now available.

This opportunity includes the naming rights to one of the rooms, the opportunity to provide artwork and select color schemes for the design. **Sponsorship rates range from \$15,000 - \$75,000 annually. *3 year commitment required**

- Room Designation within all marketing and advertising of the space
- Plaque with Room Name and Logo on entrance doors
- Opportunity to provide artwork for the space
- Opportunity to have branded glassware in space
- Opportunity to select color schemes for room that align with brand
- Complimentary bookings within space based on availability

Marketing and Advertising

Promote your brand on edmontonchamber.com and in our weekly E-Newsletter to immediately receive targeted exposure to Edmonton Chamber members, business leaders, and decision-makers—in addition to the thousands of citizens visiting our website each month for trusted news on business legislation, policy positions, small business advocacy & more.

Showcase your business on our website to our member companies and their employees, in our weekly E-Newsletter and to our loyal 10,000+ subscribers.

Included:

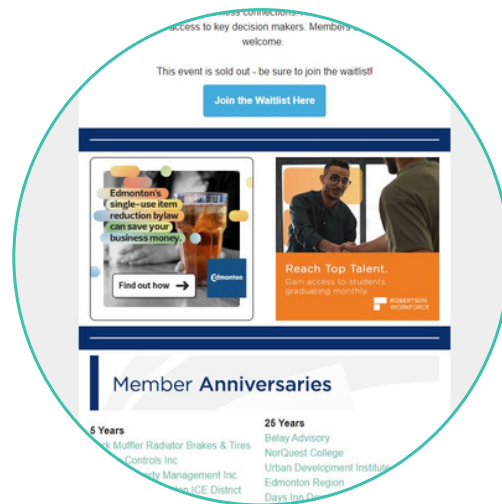
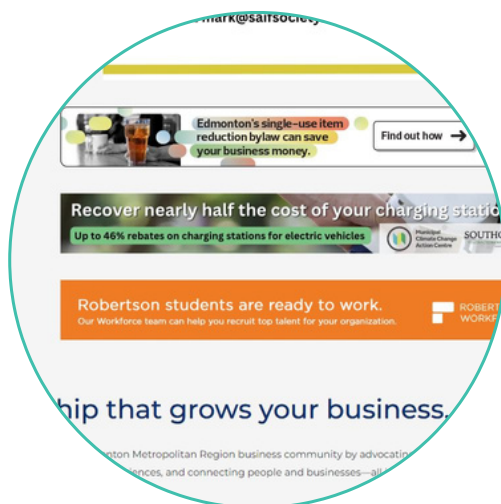
- Big Box Ad on our website
- Big Box Ad in our Newsletter
- Banner Ad on our website

4 weeks | \$1600

8 weeks | \$3200

12 weeks | \$4800

In addition to the above, the Edmonton Chamber of Commerce would be happy to provide a quarterly blog post on www.edmontonchamber.com/chamber-blog



CUSTOMIZE YOUR INVOLVEMENT TODAY!

Nicole Ralph

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