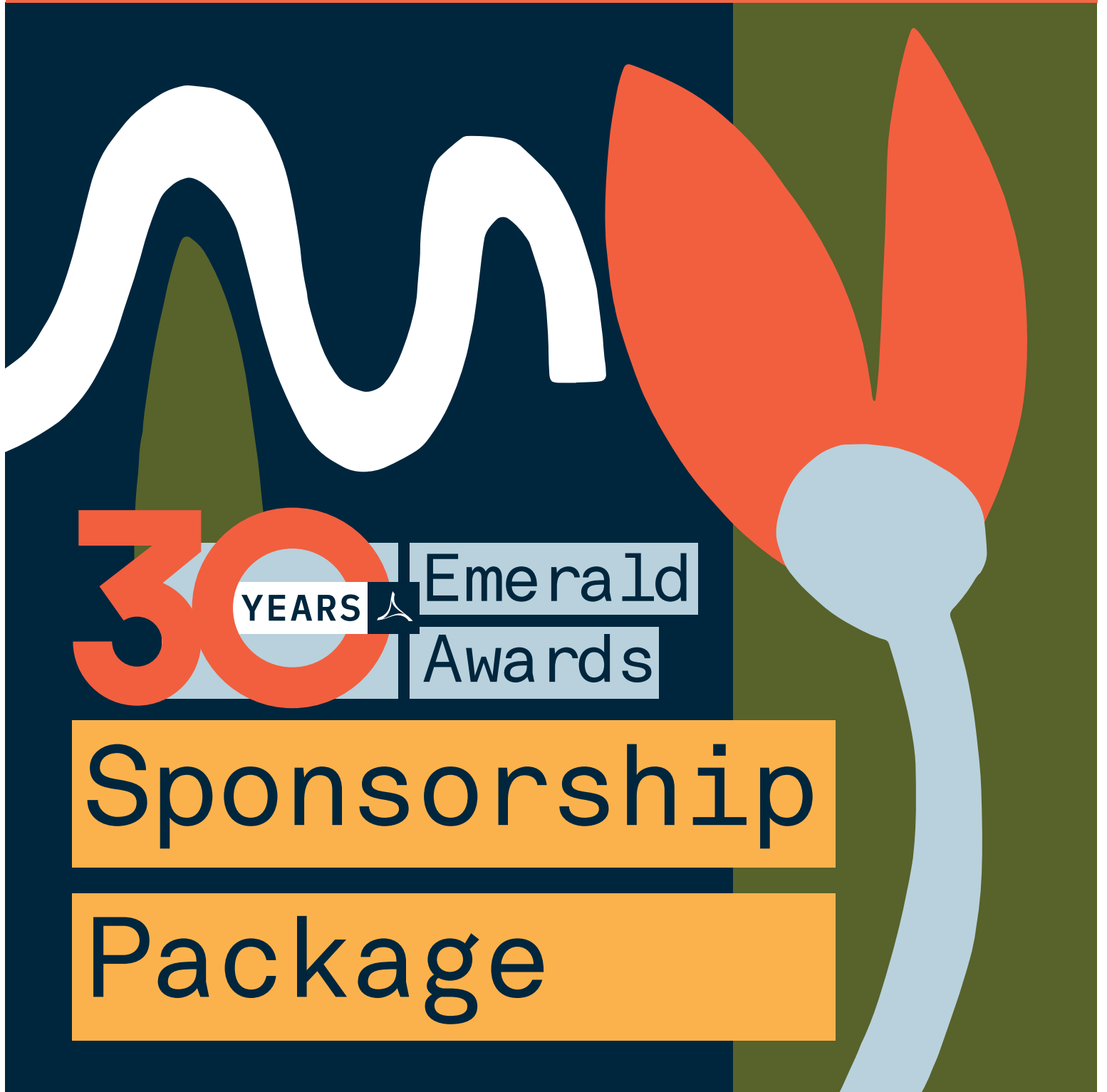




Alberta
Emerald
Foundation

Showcasing, inspiring, and empowering
Alberta's environmental achievements.



Emerald
Awards

Sponsorship Package

emeraldfoundation.ca



Mission

To recognize and celebrate
Alberta's environmental achievements.

Vision

To inspire environmental excellence
and improvement.

Values

- Promoting environmental leadership.
- Communicating and collaborating with others.
- Ensuring the integrity and credibility of the Foundation.
 - Engaging the next generation.

We are Alberta's environmental good-news storytellers.

We are committed to providing year-round programming that engages, informs, and emboldens environmental stewardship in our province. What began as the Emerald Awards in 1992, our flagship program, has evolved into a 12-month conversation.

We have expanded our capacity and programming into a robust communications strategy that showcases our province's environmental achievements, and funding opportunities that educate and empower Alberta's next generation. This progression allows for a larger positive environmental impact that benefits individuals and communities all across our province. We do this through the generous support of our sponsors who are dedicated to creating a bright future for our province and our planet.

We acknowledge and honour that we operate on Treaty 6, Treaty 7, and Treaty 8 territories, of which we have been beneficiaries since their signing. We extend our hands in peace and friendship to all Indigenous peoples who have made these places their homes since time immemorial.



Become an Emerald Awards Category Sponsor

Total cost: \$7,500

Since 1992, the Emerald Awards have showcased and inspired environmental excellence in Alberta.

Unique in Canada, the Emeralds Awards showcase environmental achievements across all sectors in our province.

The AEF relies on an independent and knowledgeable panel of judges to select the Emerald Awards shortlist and recipients.

Annually, the Emerald Awards nominations season runs from November until mid-February, with the Shortlist announced in late March, and the Emerald Awards presented in June as part of National Environment Week.

In addition to the recipients and finalists, the Emerald Awards are supported by industry leaders, environmental gamechangers, and dignitaries. The 29th Annual Emerald Awards virtual gala was attended by nearly 600 people from across the province and country, and even attracted viewers from around the globe.

DID YOU KNOW?

Over our multi-decade history the AEF has showcased nearly 400 recipients and 900 finalists through the Emerald Awards. Each has demonstrated their own unique example of environmental stewardship and achievement.

MARK YOUR CALENDAR: The 30th Annual Emerald Awards will be presented virtually on June 1, 2021 at 4 p.m.



Become an Emerald Awards Category Sponsor

Your investment supports:

- A \$2,000 grant for your category's recipient to support the continuation of their work.
- A memorable virtual Emerald Awards event, including soundstage rental, entertainment, technical requirements, videos, and more.
- Our judging session and the 30th Annual Emerald Awards Shortlist Announcement.
- Our user-friendly nominations system.
- AEF staff wages and administration fees.

Our partnership provides you with:

- The opportunity to present your category at the Emerald Awards.
- A half-page ad placement in our digital event program, with links to your website and social media.
- Your company name on your category's recipient and finalist certificates.
- Logo placement on your category's videos at the Emeralds.
- A branded networking table in the Emerald Awards virtual lobby.
- A virtual booth (base level) in the Emerald Awards trade show.
- Logo placement on your category's **Emerald Documentary Series** title screen.
- Recognition on your category's episode of the **What On EARTH Can We Do?** podcast.
- Logo placement in Emerald Award related marketing and events, including the 30th Annual Emerald Awards Shortlist Announcement.
- Social media mentions on all AEF platforms.
- Logo recognition on the AEF website's Emerald Awards page and your category's pages.
- Networking opportunities with complimentary tickets to all AEF events.

DID YOU KNOW?

It costs \$6.84 a day to recognize environmental achievements in our province, including the provision of a \$2,000 grant for all Emerald Award recipients.

Presenting the

30th Annual Emerald Award Categories

Celebrating an organization's legacy of environmental excellence in addressing and mitigating the effects of local, regional, and global environmental issues:

- **Business**
- **Community Group or Nonprofit**
- **Education**
- **Government**
- **Youth**
- **Lifetime Achievement**

Showcasing the Albertan environmental projects and initiatives that have addressed and mitigated the effects of local, regional, and global environmental issues by achieving excellence in:

- **Water**
- **Air**
- **Land**
- **Energy**
- **Waste Management**
- **Infrastructure**
- **Wildlife**
- **Public Engagement and Outreach**
- **Shared Footprints Award**

For full category descriptions,
visit emerald.foundation.ca



Make an impact with the Emeralds.



"The recognition provided by the prestigious Alberta Emerald Foundation is a great honour and an amazing way to showcase all the good work Goodwill Industries of Alberta does every day for the environment and our communities in Alberta."

Now that we are an Emerald Award recipient, we are more committed than ever before to divert more from local landfills through the power of work and the dignity of a job. After the Emerald Awards, the Edmonton Goodwill Impact Centre received plenty of enquiries from donors and customers regarding our sustainability programs and the positive impact we make on the environment."

Mortimer Capriles
Director, Sustainability and Innovation
Goodwill Industries of Alberta



"College H.U.N.K.S. Hauling Junk and Moving is a fun and enthusiastic professional brand leading the way in Alberta when it comes to recycling, repurposing, and reusing over 80% of all items collected deferring them from the landfill."

When we won the Emerald Award for our efforts, we were blessed with a phenomenal documentary video, which has added credibility and trust with our clients. This video was presented to the other franchise owners in the United States, and quickly became a training video for many locations. We are very proud to be part of the recycling solution here in Alberta, and to be partnered with outstanding like-minded organizations."

Leon Kassian
President and Owner,
College H.U.N.K.S. Hauling and Moving



"Thanks to the Emerald Awards, I was able to take my students on a canoe trip. It was the most incredible trip, and I'd love to continue doing it. Thanks to the grant money I will be able to do it next year too."

Being able to do these experiences, being able to take my students to these areas that they may never get to again, but at least providing them with the opportunity to experience things, like a canoe trip through the Badlands of Alberta, is amazing. The grant money went towards that, as well as some of our new equipment."

Nancy Pollard
Teacher
W.I.L.D. Program for Outdoor Adventuring

Interested in learning more about our
sponsorship opportunities?
Let's chat!



Alberta
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Contact

Gregory Caswell | Executive Director

780.905.0390 | gregory@emeraldfoundation.ca

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The AEF is a registered nonprofit charity CRA BN 13380 0771 RR0001

