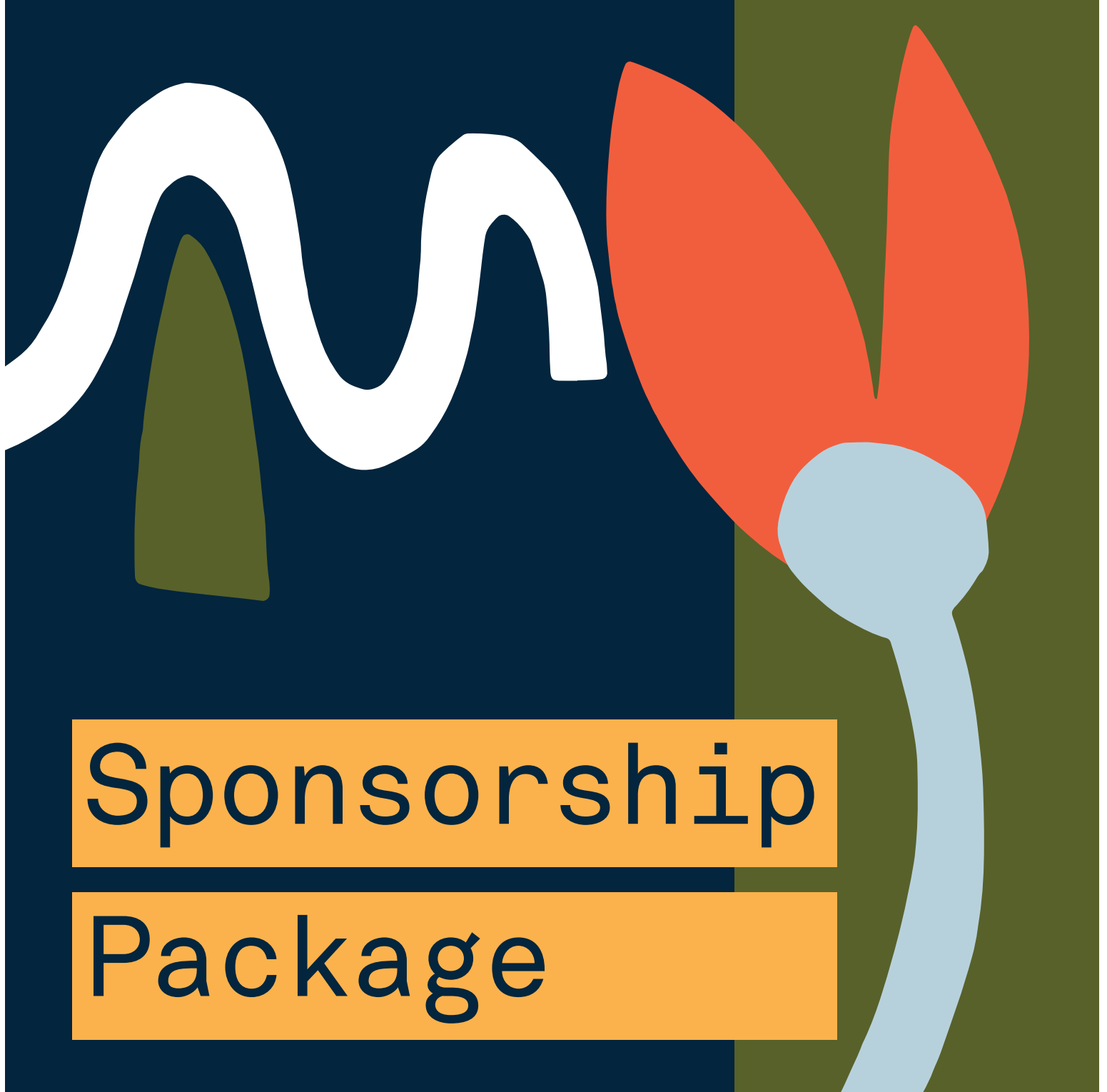




**Alberta  
Emerald  
Foundation**

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



# Sponsorship Package

[emeraldfoundation.ca](http://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 1991, 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 Annual Sponsor

Total cost: \$15,000

Your annual sponsorship supports the AEF in providing year-round programming that engages, informs, and emboldens environmental stewardship in our province.

With the many events, content, and programs the AEF has to offer, there is ample opportunity to connect with our audience and to share your environmental story.

## 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.

## Our Programs

Click on the links below, or visit [emeraldfoundation.ca](http://emeraldfoundation.ca), to learn more about our wide range of offerings.

Emerald  
Awards

Sharing  
Stories

Emerald  
Youth  
Grants

Tell Your  
Story

## DID YOU KNOW?

Since launching our Sharing Stories content in 2019, our podcast has been downloaded more than 2,300 times, and our videos have been viewed more than 2,600 times!



## Become an Annual Sponsor

### Your investment supports:

- The recognition and inspiration of our province's EcoHeroes through the Emerald Awards.
- The showcasing of Alberta's environmental achievements through Sharing Stories, including the Emerald Documentary Series, *What On EARTH Can We Do?* podcast, and Emerald Speakers Series.
- The development of future environmental leaders through the Emerald Youth Grants program.
- The empowerment of Albertan environmentalists and organizations through *Tell Your Story*.
- AEF staff wages and administration fees.

### Our partnership provides you with:

- Your logo with a link to your desired webpage will be featured in the footer on our website, [emerald.foundation.ca](http://emerald.foundation.ca).
- Complimentary tickets to all AEF events, with speaking opportunities, if desired.
- Logo recognition on sponsor reels at all AEF events.
- Logo recognition on all AEF marketing material, including our newsletter, ad placements, and any others that may arise over the course of the agreement.
- Regular recognition on AEF social media channels.
- A landing page on our website to share your environmental commitment with our audience.
- Volunteer opportunities for your employees.

#### **At the 30th Annual Emerald Awards:**

- Be recognized as the sponsor of a category of your choice with the opportunity to present it as part of the event.
- Be provided with a full-page and half-page ad placement in the Emerald Awards digital program with a link to your desired webpage.
- Be included on the recipient and finalist Emerald Award certificates in your sponsored category. This recognition will also be featured on the category's webpages on [emerald.foundation.ca](http://emerald.foundation.ca).

#### **On our Sharing Stories content:**

- Have the opportunity to share a short commercial on all content.
- Receive logo recognition on all video content (Emerald Documentary Series & Emerald Speakers Series).
- Receive a "Thank you" message on our podcast.

#### **On our Tell Your Story content:**

- Be featured in our sponsor reel and thanked at all Webinar Wednesday events.

# Make an impact with the AEF.



"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  
Emerald  
Foundation**

## Contact

**Gregory Caswell | Executive Director**  
780.905.0390 | [gregory@emeraldfoundation.ca](mailto:gregory@emeraldfoundation.ca)

**[emeraldfoundation.ca](http://emeraldfoundation.ca)**

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

