



**Alberta
Emerald
Foundation**

**We're Alberta's environmental
good-news storytellers**

About us

We tell Alberta's environmental good news stories to uplift, educate, and inspire our province toward meeting environmental and climate action goals.

Mission To recognize and celebrate Alberta's environmental achievements

Vision To inspire environmental excellence and improvement

Why you should support us

As a sponsor of the AEF, your company will have the opportunity to showcase your environmental commitments while contributing to a more sustainable future for Alberta. Your support will help us grow our ability to uplift, educate, and inspire Albertans.

By investing in the AEF through one of our sponsorship levels, you receive numerous benefits, including:

- **Increased visibility and brand recognition:** Your company will be recognized in various ways as a sponsor of the AEF, increasing your visibility in the community and among environmental enthusiasts.
- **Participation in AEF events** like the Emerald Awards, and Environmental Speaker Series
- **Access to a dedicated audience:** Our events and programs attract a wide range of environmentally conscious individuals, providing you with the opportunity to reach a highly engaged and dedicated audience.
- **Positive brand association:** By supporting the AEF, your company will be associated with a respected and well-regarded environmental organization, helping to enhance your brand's reputation.
- **Networking opportunities:** As a sponsor, you will have the opportunity to network with like-minded organizations and individuals, helping to build valuable business relationships.

emeraldfoundation.ca



The Emerald Awards

Since 1992, the Emerald Awards have showcased Albertans who are raising the bar in addressing environmental and climate change issues, and inspired environmental excellence across the province. These environmental awards celebrate excellence across all sectors, making them unique not only in Alberta but also in Canada.

Annually, the Emerald Awards nominations season runs from November until mid-February, after which, The Alberta Emerald Foundation relies on an independent and knowledgeable volunteer panel of judges to select the Emerald Awards shortlist and recipients. The Shortlist is announced in late March, and the Emerald Awards are presented in early June as part of National Environment Week.

Project/Initiative Categories

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

- Public Engagement & Outreach
- Wildlife & Biodiversity
- Infrastructure
- Energy
- Air
- Land
- Water
- Waste Management
- Shared Footprints Award

Legacy Categories

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

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



Their impact

... thanks to sponsors like you!

Since 1992:

- Showcased almost 400 recipients and 900 finalists
- Hosted thousands of people through the awards fostering celebration, inspiration, and hope

31st Annual Emerald Awards:

- 200 in-person attendees
- 4,000 people watched the awards online
- 12 organizations, projects, and initiatives recognized
- \$24,000 in grants distributed to recipients



Jen Silverthorn presenting the Public Engagement & Outreach Award at the 31st Annual Emerald Awards on behalf of our Annual Sponsor, The City of Calgary



The Alberta Tomorrow Foundation, recipients in the Education Category at 31st Annual Emerald Awards, pose with their award certificate



Community members networking during the cocktail reception at the 28th Annual Emerald Awards



Category Sponsorship

\$12,500

Your investment supports:

- A \$2,000 grant for your category's recipient to support the continuation of their work
- Our Annual Emerald Awards ceremony, including, entertainment, technical requirements, category presentation videos, and more
- The Emerald Award Shortlist Announcement
- Our user-friendly nominations system

Our partnership provides you with:

Leading up to the Annual Emerald Awards:

- Be announced as the sponsor for the category of your choice at the Emerald Awards Shortlist Announcement
- Be recognized on our sponsor and Emerald Awards webpage as an Emerald Category Sponsor with a link to your desired webpage. Our website receives an average of 2900 unique visitors per month
- Be thanked on each of AEF's social media posts related to your sponsored category. As of, April 17, 2023 The AEF has:
 - 1,872 Instagram followers with an average reach of 4,861 accounts per month
 - 2,101 Twitter followers with an average reach of 4,407 accounts per month
 - 1,493 Facebook followers with an average reach of 1,079 accounts per month
 - 573 LinkedIn followers with an average reach of 3,605 accounts per month

At the Annual Emerald Awards:

- Receive complimentary tickets and priority seating
- Be recognized as the sponsor of the category of your choice
- Have the opportunity to present your category and to share a greeting with the audience
- Be provided with one half-page ad placement in the Emerald Awards digital program with links to your desired webpage
- Be included on the recipient and finalist Emerald Award certificates in your sponsored category
- Receive logo recognition in the event's sponsor reel and on your category's presentation video

Following the Annual Emerald Awards:

- Be recognized as the category sponsor on the title screen of your Category recipient's documentary short as part of the Emerald Documentary Series
- Be recognized as the category sponsor in the episode related to your category in the What On EARTH Can We Do? Podcast.



What people are saying

“The Emerald Awards left me feeling inspired to create change, connected to my community and hopeful for the future of our environment. What a wonderful reminder that our collective efforts can and DO lead to big changes”

Elynne Murray, Surface Water Quality Technologist, Alberta Environment and Parks

“Winning an Emerald Award was a huge honor! Being an award recipient helped raise awareness about our Foundation and the good work we do in environmental education and conservation. The Emerald Foundation also worked hard to help share our story through their documentary series and were a pleasure to work with. Perhaps most importantly, winning an award reminded our staff, volunteers and board members about the difference we can make and ignited a renewed sense of purpose”

Sarah Parker, Executive Director, Glenbow Ranch Park Foundation

Winning an Emerald award has shone a spotlight on the work we have been doing and helped share the story of why it is so important. Being awarded this environmental recognition helps highlight that we are more than a produce distribution business and are in-fact a deeply committed purpose driven organization that is achieving significant environmental, social and economic impacts. When we are all busy doing the work, it is a huge boost to have the Emerald Foundation come in and tell our story and we are very humbled to be a recipient of the award!

Louis Brown, YYC Growers



**Alberta
Emerald
Foundation**

Get social with us!



@albertaemerald

emeraldfoundation.ca

Interested in learning
more about our category
sponsorship opportunity?

Let's chat

Marisa Orfei | Executive Director

(780) 938-6177 | marisa@emeraldfoundation.ca

The AEF is a registered nonprofit charity

CRA BN 13380 0771 RR0001