

## ***Sponsorship Package***



emerald.foundation.ca

### ***Our History***

The Alberta Emerald Foundation (AEF) was founded by McLennan Ross LLP, Deloitte & Touche Chartered Accountants, and Alberta Environment in 1991 with the mission to showcase the outstanding examples of environmental excellence across Alberta in the face of the mounting environmental challenges in the 90s. To achieve this mission, the AEF hosted the first Annual Emerald Awards in 1992 to provide recognition for businesses, individuals, and organizations that were making a significant contribution to preserving, protecting, and enhancing our environment. The Emerald Awards not only acted as a platform to recognize these groups for their achievements, but promote their work to Albertans and encourage them to learn from their outstanding examples and adopt green practices in their own lives.

Today, as a registered charity, AEF continues to host the Annual Emerald Awards, but have also grown their programming to include numerous storytelling initiatives to provide year-round examples of environmental excellence to Albertans, Canadians, and beyond, positioning Alberta as a leader in climate action and sustainable development.

### ***Our Mission***

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

### ***Our Programs***

Research suggests that when we learn about what real environmental and climate change solutions look like and how they're being implemented in our communities, it increases our ability and desire to take action in our own lives. By providing real-life examples of these solutions through our various storytelling programs, the AEF helps Albertans take the next step toward environmental protection and climate action. With every person that we reach through our programming, we're helping Alberta reach its broader environmental and climate change goals.

1. [The Annual Emerald Awards](#)
2. [Sharing Stories](#)
  - Emerald Documentary Series
  - What On EARTH Can We Do? Podcast
  - Environmental Speaker Series
3. [Emerald Youth Grants](#)



## Impact Highlights

Over 1200

Businesses, individuals, and organizations recognized through the Emeralds Awards since 1992

256,288

people reached

through our social media, website, and events in 2022

15,548

views/downloads

So far from our 2023 Sharing Stories content

We don't just talk the talk, we walk the walk! Here's what people have to say about our programs and how they uplift, educate, and inspire our province toward meeting environmental and climate change goals...

"The What On EARTH Can We Do? Podcast is incredibly relevant to youth today. Our students are bombarded with information regarding Climate Change and it is difficult for them to see a way "out" from an individual standpoint. There are so many episodes that provide information for students to empower them to make individual choices that can have an impact."

- Edmonton Public School teacher

"The Emerald Awards are a must do event to remind yourself that there is great and positive work being done every minute of every day, to make our world a greener more sustainable place. The spotlight on positive stories will move you to action!"

- Emerald Award attendee

## Our Audience

### Emerald Awards: June 7, 2023 in Edmonton, Alberta

- 192 in person attendees and 529 livestream views
- 58.78% of attendees from Edmonton, 16.89% from Calgary, and remaining 24.33% from 15 communities across Alberta
- Attendees from 12 different industries, including 22.83% from Public Administration and 11.02% from Construction, among others

### Social Media: As of July 2023

- **Instagram:** 1,917 followers
  - Women (72.1%) Men (27.9%), 25-34 year old (36.4%), Edmonton (34.5%) Calgary (23.1%)
- **Facebook:** 1,405 followers
  - Women (66%) Men (34%), 35-44 year old (24.7%), Edmonton (28.9%) Calgary (10.8%)
- **LinkedIn:** 633 followers
  - Government Administration (11.2%) Higher Education (7%), Edmonton (38.9%) Calgary (24.6%)
- **Twitter:** 2,101 followers

### Website: 2022

- Female (62.6%) Male (37.4%)
- 18-24 y/o (38.67%) 25-34 y/o (23.13%)
- Alberta (67.26%) Ontario (12.98%) Quebec (8.16%) British Columbia (6.84%)



## Let's work together!

By partnering with the AEF you not only help us raise the profile of Alberta as an environmental leader and help build momentum toward meeting our environmental and climate action goals, you get access to our unique audience, positive brand association, and the opportunity to show your community and ours what you're doing to create a more sustainable future!

It gets better... When you partner with us, you're not only supporting our mission, but those of environmental leaders from across the province. When we share their stories with Albertans through our programming, we provide a platform for them to increase their reach and grow to new heights.

But, don't just take it from us, here's what 32nd Annual Emerald Award recipient, Project Forest, has to say:

*'As we continue to build our non-profit, having the backing of a trusted and established foundation allows us to take a big step forward in our growth. Access to the support, funding and community relationships the Alberta Emerald Foundation provides helps Project Forest to continue doing our work in a way that is meaningful and community-centered'*

**Fundraising goal: \$350,000**

### Sponsorship levels

(1) Platinum - \$30,000

(2) Gold - \$20,000

(3) Silver - \$12,500

(4) Bronze - \$7,500



Benefits	Levels			
	Platinum	Gold	Silver	Bronze
Social media announcement of your sponsorship	x	x	x	x
Logo recognition on the Emerald Awards webpage with a link to your desired webpage	x	x	x	x
Recognition in up to 5 social media posts thanking you for your support of the Emerald Awards	x	x	x	x
Receive 2 complimentary Emerald Award tickets and priority seating	x	x	x	x
Logo recognition with QR code link to the website of your choice in Emerald Award pre-show reel	x	x	x	x
Ad placement in the Emerald Award digital program	x (two full pages)	x (1 full page)	x (half page)	x (half page)
Choose the Emerald Award category of your choice to be the presenting sponsor	x	x	x	
Logo recognition in the Emerald Award shortlist announcement video	x	x	x	
The opportunity to present the award in your sponsored category	x	x	x	
Logo recognition on the second page of the Emerald Award digital program	x	x	x	
Logo recognition in your sponsored category's award presentation video	x	x	x	
Be listed as the category sponsor in the recipient and finalist Emerald Award certificates in your sponsored category	x	x	x	
Logo recognition on AEF website footer	x	x		
Logo recognition in all AEF pre-event reels	x	x		
Logo recognition in the Emerald Documentary series video of your sponsored category recipient	x	x		
Ad placement in our podcast	x	x		
Retractable banner placement at Emerald Award reception	x	x		
Logo recognition in AEF newsletter	x			
The opportunity to share a message in the Emerald Award shortlist announcement video	x			
Be featured as a guest on our What On EARTH Can We Do podcast	x			
Speaking opportunity at the Environmental Speaker Series	x			



## ***Next steps***

Are you ready to join us in uplifting, educating, and inspiring Albertans toward meeting environmental and climate change goals? Let's connect!

If you're unsure which sponsorship level would be best for your organization, don't see a level that meets your needs, or have any questions, we encourage you to reach out to us. We're more than happy to work together to create a partnership opportunity that meets your needs.

## Contact us

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## Follow us



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