

Sponsorship Package

ABOUT US

The Alberta Emerald Foundation (AEF) is a registered charitable organization with the unique mission of accelerating environmental excellence by identifying and celebrating Alberta's visionary leaders and by sharing best practices through the power of compelling educational narratives. We achieve this mission through AEF's various programs, which include the Annual Emerald Awards and the Sharing Stories program.

With a legacy spanning over three decades, our work is amplifying. Through our educational narratives and celebrations of Alberta's environmental leaders, together, we can build a future where all Albertans advance environmental excellence where they live, work, and play.

Vision

A future where all Albertans advance environmental excellence where they live, work, and play.

Mission

We accelerate environmental excellence by identifying and celebrating Alberta's visionary leaders and sharing best practices through the power of compelling educational narratives.

Values

- **Influence:** Promoting environmental leadership
- **Integrity:** Trusted platform for environmental stewardship. Foster open communication. Ensuring credibility.
- **Community:** Sustaining success together. Empowering communities. Amplifying collaborative impact.
- **Diversity & Inclusion:** Embracing inclusivity, respecting diverse perspectives.
- **Optimistic:** Empowering positive change across all fronts.
- **Learning:** Cultivating the next generation.



emeraldfoundation.ca



OUR PROGRAMS

The Annual Emerald Awards

The Emerald Awards showcase organizations, projects, and individuals from across Alberta who are working to address environmental and climate change issues. To date, the Emerald Awards remain the only program in Canada to recognize environmental excellence across a diverse range of sectors.



The Emerald Documentary Series

This series is an opportunity to learn about the environmental challenges our planet faces and the Albertans who are doing something about it. From grassroots groups to industry leaders, you'll discover the work taking place to build a more sustainable and resilient future and how you can take part.

The What On EARTH Can We Do? Podcast

This seasonal podcast series brings environmental leaders from across Alberta into the spotlight to discuss pressing environmental topics. Hosted by Bri Huot, the podcast delves into actionable solutions and personal stories, aiming to educate and inspire both youth and the general public to engage in sustainable practices.

Emerald Youth Grants

Since its inception in 2009 this program has been dedicated to promoting environmental stewardship among Alberta's youth. By providing \$750 micro-grants, the EYG program empowers students and youth groups aged 5 to 25 across Alberta to develop an understanding and passion for environmental issues.

Impact in action...

Over 1200

Alberta-based businesses, individuals, and organizations from **52 municipalities** have been recognized through the Emeralds Awards **since 1992**



Winning an Emerald Award has helped to elevate the work we're doing, expand our community, and amplify our message. Albertans are looking for ways to support projects that will leave a positive environmental legacy in their communities. The Emerald Awards provide a means for the public to identify and engage with organizations around the province that align with their values.

Bess Callard
Communications Specialist, Project Forest

26,487

views in the latest season of The Emerald Documentary Series, featuring the recipients of the 32nd Annual Emerald Awards



5,100

downloads across five seasons of the What On EARTH Can We Do? (WOECWD) podcast

The WOECWD Podcast is incredibly relevant to youth today. 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

2,849

youth ages 5-25 reached **across 10 municipalities** through our Emerald Youth Grant program

\$21,000 distributed



We are so grateful to have received this grant! With the funds, we have begun to create our medicine garden for traditional uses, such as cooking, smudging and other holistic benefits.

Principal Sanregret
J.F. Dion School, Fishing Lake

OUR AUDIENCE

The Annual Emerald Awards

At the 33rd Annual Emerald Awards on June 7, 2024 in Calgary, AB...

- 210 in person attendees and 292 livestream views
- Our in-person audience came from 21 communities across Alberta, with significant representation from major urban centers such as Calgary (44%) and Edmonton (30%)
- Attendees also came from diverse industries, including Business & Commercial Services (24%), Government (17.4%), and Energy (12.4%) offering sponsors access to a broad and influential network

Social Media

- Our social media platforms **reached** a combined audience of **162,783** in 2023, achieving an **engagement rate of 6%**

Website

- Our website attracted over **15,000 unique visitors** in 2023, with **48% of traffic coming from Alberta**, and interest from other provinces like Ontario (7%) and British Columbia (6%)
- Our top webpages include our mainpage and Emerald Award pages, offering sponsors significant exposure to our audience



WHY PARTNER WITH US?



Elevate Your Impact

Align your brand with a legacy of environmental excellence that has been at the forefront of Alberta's sustainability movement for over 30 years. Your sponsorship supports initiatives that recognize and accelerate the efforts of Alberta's environmental leaders, positioning you at the heart of meaningful change.

Reach a Targeted Audience

Gain access to a unique audience of industry leaders, environmental advocates, and community influencers. Through our programs your brand will connect with thousands of engaged Albertans from key sectors.

Enhance Your Brand

Benefit from positive brand association and significant visibility across multiple channels. With over 162,000 social media impressions and thousands of website visits annually, your commitment to sustainability will be showcased to a wide and receptive audience.

Support Alberta's Environmental Leaders

When you partner with AEF, you are not just supporting our mission—you are empowering environmental leaders across Alberta to expand their reach and impact. Our programs provide a platform for these leaders to share their stories, inspire action, and drive change. By sponsoring AEF, you are investing in the future of Alberta's environment and helping to build momentum towards achieving a resilient and sustainable future.

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 (played for 30-mintutes)	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 an Emerald Award category, of which you will be the presenting sponsor	x	x	x	
The opportunity to present the award in your sponsored category	x	x	x	
Logo recognition in the Emerald Award shortlist announcement video	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	
Name recognition on the trophy of the recipient in your sponsored category	x	x	x	
Name recognition on the certificate of the finalist(s) 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's recipient	x	x		
Retractable banner placement at Emerald Award reception	x	x		
Ad placement in our podcast	x	x		
Logo recognition in AEF's monthly 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			

INVESTMENT

Platinum	Gold	Silver	Bronze
\$30,000	\$20,000	\$12,500	\$7,500



NEXT STEPS

Together, we can build a future where all Albertans advance environmental excellence where they live, work, and play. By sponsoring the AEF, you are making a tangible difference in our communities and positioning your organization as a champion of environmental excellence.

Are you ready to be part of something bigger? Connect with our Executive Director, Marisa Orfei to explore how we can work together to create a partnership that meets your goals and amplifies your impact.

Marisa Orfei
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