

# 35th Anniversary Sponsorship Package

emerald.foundation.ca



## ABOUT US

### Accelerating Environmental Excellence Since 1992...

For 35 years, the Alberta Emerald Foundation (AEF) has been celebrating the people and projects shaping a more resilient and sustainable Alberta.

Founded in 1992, the AEF is a registered charity with the unique mission of accelerating environmental excellence by celebrating Alberta's environmental leaders and sharing their stories in ways that inspire and educate. From grassroots groups to industry innovators, we've recognized more than 1,300 finalists and recipients who are tackling Alberta's most pressing environmental challenges.

Our flagship program, the Emerald Awards, is the only initiative of its kind in Canada, recognizing environmental excellence across sectors and communities. Beyond the awards, we share these stories year-round through the Emerald Documentary Series, the *What On EARTH Can We Do?* Podcast, and our Emerald Youth Grants, programs that inform, engage, and empower Albertans of all ages.

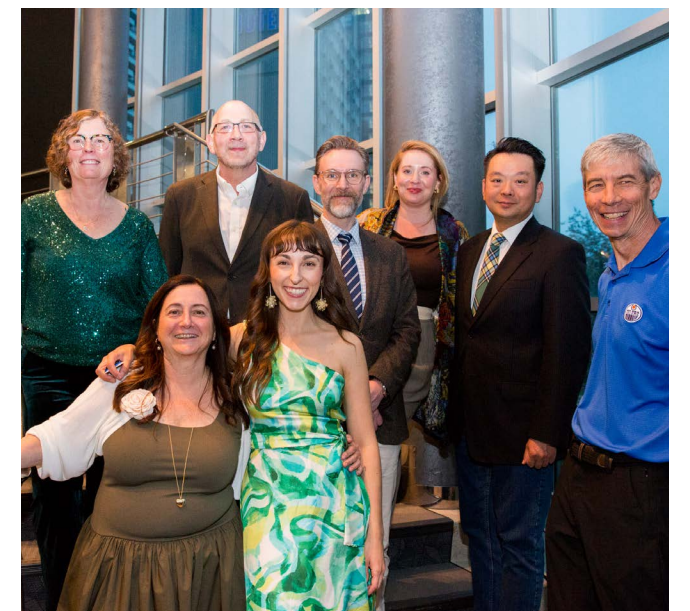
As we mark our 35th anniversary, we're celebrating the impact we've made and the potential that lies ahead. With your support, we can continue to amplify Alberta's environmental leaders and build a future where environmental excellence is the norm, not the exception.

### 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.



Pictured above: AEF staff and Board



## OUR PROGRAMS

### Annual Emerald Awards

Recognizing and celebrating environmental excellence across Alberta

**Over 1200**

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



### Emerald Documentary Series

Showcasing Alberta's environmental challenges and solutions through powerful, people-driven storytelling

**123,883**

Views across six seasons, featuring the stories of 74 Emerald Award recipients



### What On EARTH Can We Do? Podcast

Shining a light on the people and organizations driving environmental change in Alberta. Each season focuses on a different topic, exploring the challenges, solutions, and inspiring stories behind them.

**7,154**

downloads across seven seasons



### Emerald Youth Grants

Empowering youth across Alberta to take on environmental projects that inspire change and foster environmental stewardship in their schools and communities

**6,393**

Youth impacted

**\$14,997**

distributed



## OUR AUDIENCE

### Who you're reaching...

By partnering with the Alberta Emerald Foundation, you'll connect with a diverse and engaged audience that spans sectors, age groups, and communities across Alberta.

- **Environmental Advocates & Changemakers** - Non-profits, grassroots organizations, and individuals leading sustainability efforts in their communities.
- **Industry & Corporate Leaders** - Businesses committed to ESG, innovation, and environmental responsibility, especially in sectors like energy, agriculture, and forestry.
- **Educators & Youth** - Teachers, students, and youth organizations passionate about environmental education and action.
- **Everyday Albertans** - Citizens looking for inspiring stories, practical solutions, and ways to make a difference in their homes and communities.

### Where they come from

#### Urban & Rural Reach

We connect with Albertans from large centres like Calgary and Edmonton to smaller communities like Lacombe, Myrnam and Pincher Creek.

#### Online & On-the-Ground

Through digital media, podcasts, and community events, we meet Albertans where they are - on social media, in classrooms, and at our award ceremonies!

**247,254**

People reached in 2024 through social media, our website, and our annual programming





## INVESTMENT

### Visionary \$50,000+

Visionaries support AEF's full range of programs and operations, which includes the Annual Emerald Awards, Emerald Documentary Series, Emerald Youth Grants, and the What On EARTH Can We Do? podcast.

#### Current Visionary Sponsors



### Leader \$15,000

Leaders provide support for the Annual Emerald Awards ceremony and reception, helping to showcase and celebrate environmental excellence across Alberta.

#### Current Leader Sponsors



### Champion \$25,000

Champions support AEF's core programming, which consists of the Annual Emerald Awards and Emerald Documentary Series.

#### Current Champion Sponsors



### Supporter \$7,500

Supporters contribute to the success of the Emerald Awards by providing support for the networking reception, an essential piece in celebrating Alberta's environmental excellence.

#### Current Supporter Sponsors



## WHY PARTNER WITH US?

- Elevate Your Brand**  
Align with Alberta's leading environmental recognition platform and position your organization as a champion for sustainability and innovation.
- Reach a Targeted Audience**  
Connect with a passionate and influential network of environmental professionals, educators, youth, and industry leaders across Alberta.
- Amplify Your Impact**  
Your sponsorship directly supports the people and projects driving change in Alberta. You'll be part of a legacy that empowers solutions, fosters community, and accelerates environmental excellence.
- Celebrate 35 Years of Leadership**  
As we mark our 35th anniversary, your support will help shape the next chapter of environmental excellence in Alberta.

## NEXT STEPS

### Let's Build a Greener Alberta, Together

By sponsoring the Alberta Emerald Foundation, you're not just supporting an organization, you're backing a movement. Together, we can accelerate environmental excellence, spark innovation, and inspire a more sustainable future.

Ready to get started? Reach out today to explore how your sponsorship can align with your goals and create lasting impact.

**Marisa Orfei**  
Executive Director  
(780) 938-6177  
marisa@emeraldfoundation.ca

