

# 2024 YEARLONG SPONSORSHIP PACKAGES



political  
ACTION  
day

MLA  
dinner



fall  
board  
meeting

DM  
dinner

## Benefits of committing to four signature ACC events:

1. **Consistent Exposure:** Maintain a year-round presence for enhanced brand recognition.
2. **Media Opportunities:** Leverage external media assets for extended reach.
3. **Budgeting & Administration Efficiency:** Streamline financial planning with a commitment to four events.
4. **Scheduled Attendance:** Plan ahead with set dates, ensuring increased event participation.
5. **Relationship Building:** Cultivate relationships through consistent event participation.
6. **Data and Insights:** Gather valuable data and insights for informed decision-making.

### SILVER LEVEL PACKAGES FOR 4 SIGNATURE EVENTS

**\$23,375**

SAVE \$4,125 (15%)

### GOLD LEVEL PACKAGES FOR ALL 4 SIGNATURE EVENTS

**\$31,450**

SAVE \$5,550 (15%)

DEADLINE TO CONFIRM COMMITMENT: **FEBRUARY 1ST, 2024**

[abchamber.ca/events/](https://abchamber.ca/events/)

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# ACC SIGNATURE EVENTS



## Political Action Day and MLA Dinner | Edmonton, AB | March 2024

A unique opportunity to engage with influential government leaders through educational sessions, training, a luncheon with the official opposition leader, and an evening networking opportunity with the provincial government caucus. The Government MLA Q&A session encourages direct interaction for attendees to engage senior officials on topical priorities.

ATTENDANCE: 278 business leaders including a Premier Keynote, 29 MLAs at Dinner, 8 Opposition members at Lunch, and representation from 22 Alberta regions\*

EXPOSURE: Social media, website, email, on-site verbal and visual advertising and post-event recognition



## ACC Provincial Conference & Policy Session | Red Deer, AB | May 23 - 25, 2024

The conference features education sessions, the Alberta Chambers of Commerce policy plenary session, the Annual General Meeting (AGM), and the Gala Dinner. Industry experts have an opportunity to connect with Chambers, offering valuable information to share with their membership. This year's conference will mark the 130th year of support for local businesses by the Red Deer & District Chamber and the local tenured businesses will be recognized at the Gala dinner.

ATTENDANCE: 136 attendees representing over 35 Alberta regions, including regional chambers, local businesses, and industry experts\*

EXPOSURE: Regional Chamber reach, social media, website, email, on-site verbal and visual advertising and post-event recognition



## Alberta Business Awards of Distinction, Edmonton, AB | Edmonton, AB | June 20, 2024

The Alberta Business Awards of Distinction celebrates businesses and organizations for outstanding achievement and community contributions. Over 365 organizations have received this prestigious award to date, spanning 12 diverse categories. On average, there are 334 nominations and 253 completed submissions across the 12 categories, plus Alberta's Best of Business Award. Sponsors commit to anonymously judge submissions in their respective categories, plus enjoy networking opportunities, award category presentations, and a feature highlighting of their business at the Gala.

ATTENDANCE: 193 attendees include finalists, business employees or volunteers, sponsors, and regional Chambers\*

EXPOSURE: 6+ months of exposure through the entire awards process, including social media, website, nomination platform, email, on-site verbal and visual advertising, and post-event recognition



## Fall Board Meeting & Deputy Minister's Dinner | Edmonton, AB | November 2024

An exclusive opportunity to engage with influential government leaders and decision-makers, this comprehensive full-day event features educational sessions led by respected experts. The highlight is the Deputy Ministers Dinner, providing attendees with an intimate setting to network and dine with influential provincial department officials. The Q&A session following dinner encourages direct interaction, allowing attendees to query Deputy Ministers on topical priorities.

ATTENDANCE: 279 business leaders, including 26 Deputy Ministers at dinner, and representation from 15 Alberta regions\*

EXPOSURE: Social media, website, email, on-site verbal and visual advertising and post-event recognition

# ACC SIGNATURE EVENT INSIGHTS

Access valuable attendee data, including demographics and online engagement metrics, empowering businesses to refine marketing strategies. Customize sponsorship packages to address specific needs, whether it's brand visibility, lead generation, customer engagement, or industry networking.



Signature Event	Net Promoter Score <i>NPS = % Promoters - % Detractors</i>	Attendance / Stats <i>(average across past 3 events)</i>	Social Insights <i>(average across 4 channels)</i>	Logo Placement Exposure	2023 Key Metrics
	31	278 people Premier Keynote 37 MLAs 20 AB Regions Represented Net Promoter Score	Post Reach: 5,769 Post Impressions: 4190 Post Engagement: 8.21%  <i>*Feb/Mar monthly average</i>	9286 Page Views 4384 Sessions www.abchamber.ca <i>*Feb/Mar monthly average</i>	ACC Facebook Reached 27,613 during February and March, 2023. In February, our Instagram post engagement rate was 17.72% and in March our Facebook post engagement rate was 16.61%
	37	136 people 35 AB Regions Represented 30 Advocacy Policies Passed	Reach: 8,160 Post Impressions: 12,226 Post Engagement: 13.73%  <i>*Apr/May monthly average</i>	8148 Page Views 4128 Sessions  www.abchamber.ca <i>*Apr/May monthly average</i>	In April, there was a 66.36% post engagement on Facebook, while May recorded 62,000 post impressions on Twitter.
	47	193 people 30 Finalists 7 AB Chamber Regions and 9 Finalists Regions Represented  334 Nominations 253 Submissions	Reach: 9,776 Post Impressions: 7,463 Post Engagement: 7.97%  <i>*May/June monthly average</i>	2929 Page Views 1521 Sessions 2113 Unique Views 55.8% Engagement Rate  www.abbusinessawards.com awardify.com <i>*Feb/Apr monthly average</i>	In May, there were 36,831 post reaches on Facebook and 31,000 post impressions. In July, the post engagement rate on Twitter was 16.36%.
	36	279 people 26 DMs 15 AB Regions Represented	Post Reach: 5398 Post Impressions: 4881 Post Engagement: 5%  <i>*Oct/Nov monthly average</i>	8151 Page Views 4541 Sessions  www.abchamber.ca <i>*Oct/Nov monthly average</i>	In October, both Facebook and LinkedIn garnered post impressions of 11,000, while Facebook additionally achieved a post reach of 11,747.