



2024 ALBERTA BUSINESS AWARDS OF DISTINCTION

JUNE 20, 2024 | EDMONTON, AB
DEADLINE FOR COMMITMENT: FEBRUARY 28TH, 2024

About the Awards

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, and while at the Gala, enjoy networking opportunities, award category presentations, and a feature highlighting of their business.

History

The Alberta Business Awards of Distinction originated in 1992 through the merger of the Alberta Export Achievement Awards and the Alberta Small Business Owner of the Year Awards by Alberta Economic Development and Tourism. Initially presented by the Government of Alberta from 1992 to 1995, the Alberta Chambers of Commerce took over management in 1996 and assumed full ownership in 2017. The awards are now 100% funded by the Alberta Chambers of Commerce and its partners.

Award Categories

- **Community Attraction Award of Distinction**-available
- **Equity, Diversity & Inclusion (EDI) Award of Distinction** - available
- Global Growth Award of Distinction- **SOLD**
- Health and Wellness Award of Distinction **SOLD**
- Indigenous Business Award of Distinction - **SOLD**
- Business Innovation Award of Distinction **SOLD**
- **Marketing Award of Distinction** - available
- **Mentorship Award of Distinction** - available
- **Newcomer Entrepreneur Award of Distinction** - available
- Small Business Award Distinction **SOLD**
- Female Entrepreneur Award of Distinction **SOLD**
- **Young Entrepreneur Award of Distinction** - available

- **Alberta's Best of Business Award of Distinction** - **FEATURE AWARD PARTNER** - available

By the Numbers

ABAD Attendance Stats (3-yr average)

193 people
30 Finalists
7 AB Chamber Regions and
9 Finalists Regions Represented

2023 Social Insights

May - June monthly average
Reach: 9,776
Post Impressions: 7,463
Post Engagement: 7.97%

Key Metrics

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%.

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www.abbusinessawards.com



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SPONSORSHIP OPPORTUNITIES

Award sponsors are committed to evaluating nominations within their designated category.

2024 Categories :
<https://abbusinessawards.com/award/>

	Award Category Partner \$10,000	Multi-Award Category Partner- 3 awards \$25,500	FEATURE Award Partner \$13,000 (Best Of Business)
Granted right to use provided "Award Sponsor" and ABAD logo in promotional material for 1 year			
Name on the Award	-----	-----	
Right of first refusal for the following year			
Placement of your corporate name and logo on category specific nomination and application forms, finalist announcement.			
EMCee intro with a 30-second commercial prior to the presentation of the category. Award PRESENTED BY THE SPONSOR.			
Logo featured: Recognition on the ABAD sponsor page for the year, event signage, event digital program and sponsor reel.			
Webinar or seminar offered post-event to sponsored category; inclusive to category nominee list			
Tickets - Includes reserved seating, presenter in front table <i>*Includes 1 ticket for a student in your Industry to attend</i>	*4	*10	*6
Social media exposure before & after			
Sponsor Featured in event e-blast: one before and one after			
Anonymous judging of category applications within a 4-week window on the award platform.			
Networking with ALL finalists before and after the event			

- ✦ Don't see what you are looking for? Let's talk customization.
- ✦ A limited number of In-Kind sponsor contracts are negotiated on a case-by-case basis.
- ✦ The inclusion of available sponsor digital assets can affect the overall package cost, contingent on ACC requirements.

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