

## 2018 IABC Edmonton Capital Awards

### Cheers to 40 Years!

We are excited to present the 2018 IABC Edmonton Capital Awards celebrating 40 years of IABC Edmonton! IABC Edmonton is one of the largest IABC Chapters in the world and the Capital Awards is THE premier Edmonton event for professional communicators and public relations practitioner. We would love to partner with you on this special occasion and would work closely with you to offer the best value as one of our sponsorship partners. As a potential sponsor of this event, we can guarantee that you will be in very good company!

### Event details:

IABC Edmonton Capital Awards - 40th Anniversary of IABC Edmonton

Thursday, May 31, 2018

The Matrix Hotel

### Your reach:

- 200+ attendees expected
- 140+ Capital Award entrees anticipated
- More than 500 members
- Newsletter sent to 488 members
- Facebook page likes: 717 likes | 712 followers | Average clicks per post: 13
- LinkedIn: 348 followers
- Twitter followers: 3,244
- Instagram followers: 1,168

On the following page is a list of potential sponsorship opportunities. Please review the categories and details. If there isn't a category that catches your eye, please let us know. We would be thrilled to work with you directly to meet your strategic sponsorship objectives.

To learn more about how we can support your sponsorship goals, please contact Crystal Komanchuk at [crystalkom@live.ca](mailto:crystalkom@live.ca) (IABC Edmonton Director, Sponsorship) or Elizabeth Bunney-Lakoseljic at [eliz.bunney@gmail.com](mailto:eliz.bunney@gmail.com) (IABC Edmonton Director, Capital Awards).

Sponsorship	Benefits	Sponsorship Commitment	Status
Creative/Title Sponsor	<p>Exclusive branding opportunities leading up to, and including, the awards.</p> <ul style="list-style-type: none"> <li>● Ability to connect with Edmonton's communications community directly.</li> <li>● Profiling through all IABC Edmonton social media and web channels</li> <li>● Exposure to local professional communicators and public relations practitioners in all industries</li> <li>● A table front and centre for your company at the Awards gala (8 free tickets)</li> <li>● Logo recognition at the gala and in all print material, signage and during awards program.</li> <li>● Full page ad in the event program</li> </ul>	\$10,000 value	SOLD OUT
Audio Visual Sponsor	<p>No Awards gala is complete without this critical piece of the event.</p> <ul style="list-style-type: none"> <li>● Exclusive recognition as the audio visual sponsor of the event</li> <li>● Logo recognition on all print materials, signage and during awards program</li> <li>● Social media and website mentions by IABC Edmonton up to and including the event</li> <li>● ½ page ad in the event program</li> </ul>	\$4,000 value	SOLD OUT
Cocktail Sponsor	<p>The shining star of the evening! Everyone loves the cocktail sponsor.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>● Display at the Capital Awards, interacting with attendees at the hour long cocktail reception</li> <li>● Profiling through all IABC Edmonton social</li> </ul>	\$3,500 value	SOLD OUT

	<p>media and web channels</p> <ul style="list-style-type: none"> <li>• Two free tickets to the event</li> <li>• Logo recognition in all print materials, signage and during awards program</li> <li>• ½ page ad in the event program</li> </ul>		
Wine Sponsor	<p>Front and centre on every table!</p> <ul style="list-style-type: none"> <li>• Exclusive wine sponsorship at the event</li> <li>• Logo to be included on wine bottles</li> <li>• Social media and website mentions by IABC Edmonton leading up to the event</li> <li>• Two free tickets to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• ¼ page ad in the event program</li> </ul>	\$3,000 value	Available
Dessert Sponsor	<p>Nothing says sweet success like sponsoring the evening's dessert!</p> <ul style="list-style-type: none"> <li>• Two free tickets to the event</li> <li>• Social media and website mentions by IABC Edmonton leading up to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• Recognition during dessert</li> <li>• ¼ page ad in the event program</li> </ul>	\$2,500 value	Available
Entertainment Sponsor	<p>Be seen and be heard at the event because you're in the business of making it memorable!</p> <ul style="list-style-type: none"> <li>• Exclusive recognition as entertainment sponsor and introduction of entertainment</li> <li>• Two free tickets to the event</li> <li>• Social media and website mentions by IABC</li> </ul>	\$2,000 value	Available

	<p>Edmonton leading up to the event</p> <ul style="list-style-type: none"> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• ¼ page ad in the event program</li> </ul>		
Decor Sponsor	<p>This is your chance to sparkle - everyone knows that all that glitters is the decor sponsor!</p> <ul style="list-style-type: none"> <li>• Two free tickets to the event</li> <li>• Social media and website mentions by IABC Edmonton leading up to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• ¼ page ad in the event program</li> </ul>	\$2,000 value	Available
Print Sponsor	<p>All eyes will be on you and the print materials prove it. Just imagine the exposure you will receive!</p> <ul style="list-style-type: none"> <li>• Social media and website mentions by IABC Edmonton leading up to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• Recognition at the event</li> <li>• Full page ad in the event program</li> </ul>	\$2,000 value	SOLD OUT
Award Division: Communication Management	<p>This Division covers projects, programs and campaigns guided by a communication strategy. From government to retail to NFP, here is where your campaign can get its due recognition!</p> <ul style="list-style-type: none"> <li>• Two free tickets to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• Presentation of awards category alongside the emcee</li> </ul>	\$1,500 value	Available

Award Division: Communication Training & Education	<p>This Division covers recognizes the mentorship and educational role of consultants and communicators in developing and delivering workshops, classes, seminars, or training educating an audience about any aspect of the communications profession.</p> <ul style="list-style-type: none"> <li>● Two free tickets to the event</li> <li>● Logo recognition on all print materials, signage and during awards program</li> <li>● Presentation of awards category alongside the emcee</li> </ul>	\$1,500 value	SOLD OUT
Award Division: Communication Research	<p>This Division recognizes the importance of research and measurement as a foundation for strategic communication work and a competency integral to success throughout the career of a communications professional.</p> <ul style="list-style-type: none"> <li>● Two free tickets to the event</li> <li>● Logo recognition on all print materials, signage and during awards program</li> <li>● Presentation of awards category alongside the emcee</li> </ul>	\$1,500 value	Available
Award Division: Communication Skills	<p>This Division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production.</p> <ul style="list-style-type: none"> <li>● Two free tickets to the event</li> <li>● Logo recognition on all print materials, signage and during awards program</li> <li>● Presentation of awards category alongside the emcee</li> </ul>	\$1,500 value	Available
Award Division: Member of the Year	Recognition of an outstanding IABC Edmonton Member who has shown they go above and beyond in the field	\$1,000 value	Available

	<p>and with IABC.</p> <ul style="list-style-type: none"> <li>• One free tickets to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• Presentation of awards category with one minute to introduce your organization</li> </ul>		
Award Division: Communicator of the Year	<p>Recognition of a professional communicator who has made a distinct impact in the field and whose success is an inspiration to many.</p> <ul style="list-style-type: none"> <li>• One free ticket to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• Presentation of award category with one minute to introduce your organization</li> </ul>	\$1,000 value	Available
Award Division: Inspired Leader of the Year	<p>Recognition of someone who doesn't work in communication professionally but who recognizes the value that communications has in their organization and works hard to ensure that strong communication is a priority for the business.</p> <ul style="list-style-type: none"> <li>• One free ticket to the event</li> <li>• Logo recognition on all print materials, signage and during awards program</li> <li>• Presentation of award category with one minute to introduce your organization</li> </ul>	\$1,000 value	Available
Photography Sponsor	<ul style="list-style-type: none"> <li>• One free ticket to the event</li> <li>• Organization mention in Award program, signage and on-screen presentation</li> <li>• Thank-you mention when posting photo album to Facebook</li> </ul>	\$1,000 value	Available

