



PARTNERSHIP PROGRAM

Economic Developers Alberta (EDA) is your economic development network in Alberta dedicated to advancing the economic development profession in the province of Alberta by providing an active network of communications, information and education.

EDA is a not-for-profit organization governed by a volunteer board of directors, representing the interest of the membership as a whole. Established in 1974, the organization has seen membership grow from the original 34 members to over 200 current members.

EDA is the only professional association for economic developers in Alberta offering in-depth knowledge of Alberta's economic development information, resources, and contacts, all of which can be valuable in positioning and promoting your company or organization.

EDA's Partnership Program has been developed with that in mind, to enable partners to profile their corporate commitment towards promoting sustainable economic prosperity in Alberta.

As a Partner, you will enjoy numerous benefits associated with events and activities organized by EDA throughout the year.

Take advantage of the opportunity to connect and promote your organization to a range of leaders that are interested in Alberta's economy.

EDA's Annual General Meeting & Professional Conference attracts almost 200 experts in the field of economic development and elected officials from various parts of our province. Delegates are provided with updates on economic development issues and trends, best practices, inspiring keynote addresses and valuable networking opportunities. In addition, Alberta's Minister of Finance and Enterprise delivers a keynote address during the Minister's Dinner & Awards Ceremony.

EDA's next annual conference is being held **April 6-8, 2011** in Kananaskis, Alberta. This venue offers a stunning backdrop to showcase your organization to economic developers and elected officials from Alberta's communities and regions. The theme is "**Fostering resilience, innovation and sustainability**".

Each partnership level has various benefits associated with it, depending on the level of commitment selected. We encourage you to become an EDA Partner today!



PLATINUM (\$20,000+) **one available*

Conference

- Your organization will be recognized as the sponsor for the Minister's Dinner & Awards Ceremony (verbal, printed and electronic)
- Opportunity to address the delegation during the Minister's Dinner & Awards Banquet
- Recognition as the official sponsor of the Economic Developer of the Year Award with the opportunity to co-present it during the Minister's Dinner & Awards Ceremony
- Invitation to participate and showcase your organization throughout the Conference
- Signage at the 2011 Annual General Meeting and Professional Conference
- Four complimentary 2011 Conference delegate registrations including attendance at the Minister's Dinner & Awards Ceremony (travel and accommodation not included) with four guaranteed place sittings at the President's table during the dinner
- Four complimentary tickets to the President's Mixer
- Complimentary exhibit booth at the Annual Conference
- Opportunity to distribute collateral material or promotional items in conference delegate packages

Plus

- Your organization logo and hotlink on the EDA website and newsletter for one year (home page location)
- Feature story on your organization on the EDA website for a one year period
- Acknowledgement in the EDA Conference, special events and promotional materials
- EDA will issue a press release announcing your organization as a Platinum Partner
- One complimentary 2011 EDA Corporate Membership
- Access to the online EDA 2011 Annual Membership Directory

GOLD (\$10,000-19,999) **two available*

Conference

- Gold Sponsor (named) Luncheon- opportunity for your organization to address the delegation at the 2011 Annual Conference
- Your organization recognized and named as the official sponsor of a Marketing Award of Excellence with the opportunity to co-present it during the Minister's Dinner & Awards Ceremony
- Signage at the 2011 Annual General Meeting and Professional Conference
- Four complimentary 2011 Conference delegate registrations including attendance at the Minister's Dinner & Awards Ceremony, which includes four guaranteed place sittings at a prominent guest table reserved for special guests recognized by the President (travel and accommodation not included)
- Four complimentary tickets to the President's Mixer
- Complimentary exhibit booth at the Annual Conference
- Opportunity to distribute collateral material or promotional items in the conference delegate packages
- Opportunity to introduce a keynote speaker (first come first serve basis) and introduce your organization on stage

Plus

- Your organization logo and hotlink on the EDA website and newsletter for one year
- Feature story on your company/organization on the EDA website for a six-month period
- Acknowledgement in the EDA Conference, special events and promotional materials
- One complimentary 2011 EDA Corporate Membership
- Access to the online EDA 2011 Annual Membership Directory



SILVER (\$5,000-9999) *six available

Conference

- Your organization recognized as an official sponsor of a Marketing Award with the opportunity to co-present it during the Minister's Dinner & Awards Ceremony
- Signage at the 2011 Annual General Meeting and Professional Conference
- Two complimentary 2011 Conference Delegate Registrations plus two complimentary tickets to the 2011 Minister's Dinner & Awards Ceremony (travel and accommodation not included)
- Two complimentary tickets to the President's Mixer
- Complimentary exhibit booth at the Annual Conference
- Opportunity to distribute collateral material or promotional items in the conference delegate packages
- Opportunity to introduce a keynote speaker (first-come first-serve basis) and introduce your organization on stage

Plus

- Your organization logo and hotlink on the EDA website for one year
- Feature story on your organization on the EDA website for a three-month period
- Acknowledgement in the EDA Conference, special events and promotional materials
- One complimentary 2011 EDA Corporate Membership
- Access to the online EDA 2011 Annual Membership Directory

BRONZE (\$2,000-4999)

Conference

- Acknowledgement in Conference program and promotional materials
- Signage at the 2011 Annual General Meeting and Professional Conference
- One complimentary 2011 Conference Delegate Registration plus one additional complimentary ticket to the Minister's Dinner & Awards Ceremony (travel and accommodation not included)
- One complimentary ticket to the President's Mixer
- Complimentary exhibit booth at the Annual Conference
- Opportunity to distribute collateral material or promotional items in the conference delegate packages
- Opportunity to introduce a break-out session speaker, or to be an "official break-out session" sponsor

Plus

- Your organization logo and link on the EDA website for one year
- Feature story on your organization on the EDA website for a one-month period
- One complimentary 2011 EDA Corporate Membership

FRIEND of EDA (\$500-1999)

Conference

- Acknowledgement in Conference program and all promotional material
- Signage at the 2011 Annual General Meeting and Professional Conference
- One complimentary ticket to the Minister's Dinner & Awards Ceremony or President's Mixer (travel and accommodation not included)

Plus

- Your organization logo and hotlink on EDA website for 6 months



OTHER SPONSORSHIP OPPORTUNITIES

Although EDA's main partnership opportunities are outlined in the previous categories, your organization may wish to provide specific support at coffee breaks or meals; with entertainment or speakers; items for delegate packages, door prizes, promotional give-a-ways and/or gifts in kind. If so, please contact, Leann Hackman-Carty at 1.866.671.8182 in order to discuss how we can provide you with the best partnership opportunity.

SPONSOR COMMITMENT

Sponsor's Name _____

Address _____

City _____ **Province** _____

Postal Code _____ **Telephone** _____

Fax _____ **Email** _____

Contact Person _____

Signature _____

Sponsorship Amount: _____

We would like trade show space at your conference: *(please check box)*

Yes **No**

PAYMENT METHOD

We are making our contribution to the 2011 EDA Annual General Meeting and Professional Conference through the following method:

- Cheque No. _____ is enclosed payable to *Economic Developers Alberta*.
Please mail to: Suite 127, #406 917-85 St. SW, Calgary, AB T3H 5Z9.
- Credit Card. Please invoice me via PayPal for the full sponsorship amount.

Completed forms can be faxed to 403-214-0224.

On behalf of Economic Developers Alberta, thank you for your support!