

# Opportunity

## Alberta's Business Person of the Year 2011



SPONSORSHIP PROPOSAL DECISION DATE: May 27, 2011

# Alberta Venture

Our Business. Our Best.

Alberta's Business Person of the Year sponsorship opportunity 2011

## Distinction

In an economy where companies and employees look for guidance and leadership, *Alberta Venture* recognizes the importance of acknowledging an outstanding leader in our business community.

*Alberta Venture's* Business Person of the Year honours an individual in our business community who has made an impressive impact on not only the economy, but the workforce and the people too.

*Alberta Venture's* proprietary Business Person of the Year program has been recognized on the cover of the December issues of *Alberta Venture* for the past 14 years.

Past recipients include: **Ron Triffo**, Stantec  
**Martin Lambert**,  
 Bennett Jones LLP  
**Clive Beddoe**, WestJet  
**Harry Buddle**,  
 Capital City Savings  
**Rick George**, Suncor  
**John Forzani**,  
 The Forzani Group  
**Bill Comrie**, The Brick  
**Dr. Sam Shaw**, NAIT

**Charlie Fischer**, Nexen Inc.  
**Ross Grieve**,  
 PCL family of companies  
**James Kinnear**,  
 Pengrowth Energy Trust  
**W. Brett Wilson**,  
 Prairie Merchant Corp.  
**Larry Pollock**,  
 Canadian Western Bank  
**Don Lowry**, EPCOR

## Program

For clients seeking more direct interaction with Alberta's vibrant and fast-paced business sector, sponsorship in *Alberta*

*Venture* programs provide an unparalleled value.

With over 600 members of Alberta's business community in attendance for last year's Alberta's Business Person of the Year luncheon, *Alberta Venture* is proud to produce proprietary events and award programs intended to help the business community excel.

## Connection

Through our ongoing reader research, we know that our readers find great value in this editorial feature. Our readers

want to know who we consider a leader in the business community in our province. This feedback ensures us that we have an opportunity to further develop this feature with more vision and growth. We are pleased to provide more information for a continued partnership opportunity on this program.

**"88%** of *Alberta Venture* readers value the Business Person of the Year program."  
 Starch Research Reader Survey, 2007.

*Alberta Venture* readers:

- 73% male; 27% female
- 60% are between the ages of 35 and 64
- 50% have personal incomes greater than \$100,000 per year
- 73% have household incomes greater than \$100,000 per year
- 65% are personally involved with decisions on purchasing or leasing for their companies
- 30% have considered changing one or more of their professional service providers within the last year

# Promotion

Get the most bang for your sponsorship buck! The Alberta's Business Person of the Year program consists of the nomination drive, announcement of the chosen recipient and promotion of the annual luncheon. Aligning your company with the Alberta's Business Person of the Year program will put your brand in front of *Alberta Venture* readers from June to January. Your logo will appear on every promotion piece related to the program.

## Alberta Venture works hard to promote the program and is responsible for:

- All activity around the development of the article in the December 2011 issue, where the Business Person of the Year is featured each year

### Nominations and Selection

- Concept, copy and design for the advertising in the June and July 2011 issues of *Alberta Venture* magazine
- Concept, copy, design and distribution of a mass e-mail and e-newsletter campaign to promote nominations for the program
- Planning and organization of the adjudication process to select the Alberta's Business Person of the Year

### Luncheon

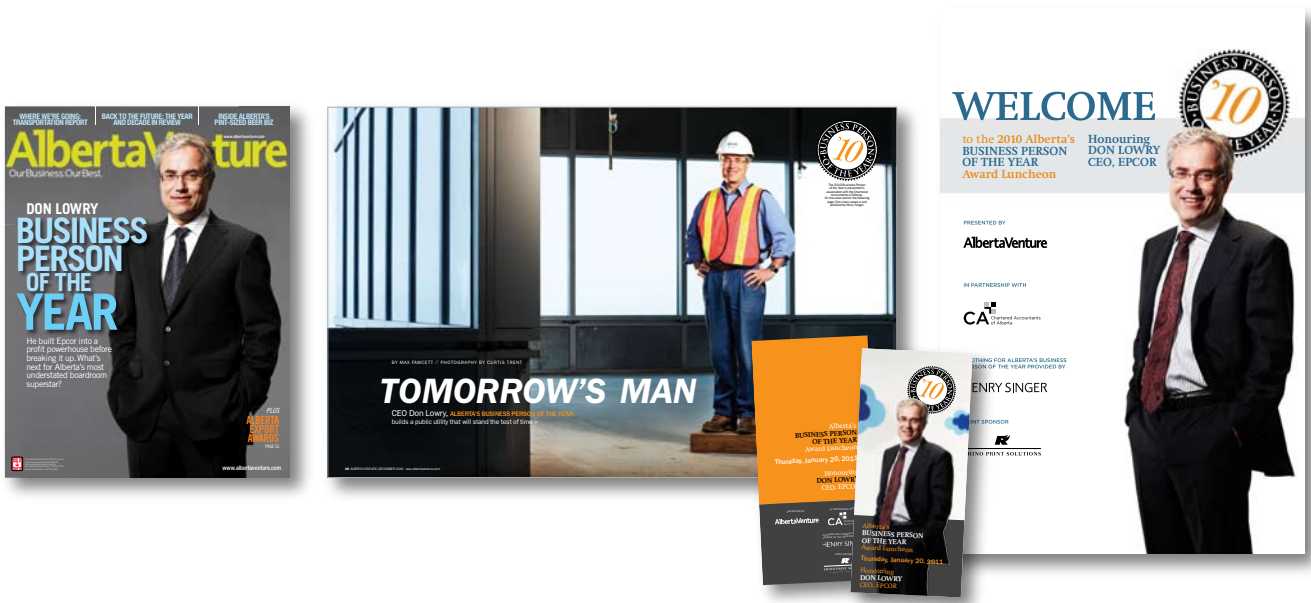
- Concept, copy and design for the advertising in the December 2011 and the January 2012 issues promoting the luncheon.

- Concept, copy, design and distribution of a targeted direct mail campaign to promote the luncheon
- Concept, copy, design and distribution of a mass e-mail program to *Alberta Venture* readers to promote the luncheon
- Concept, copy and design of all online promotional materials – banners, online ticket form and PDF ticket form
- Invitations, planning and organization of the luncheon event
- Development of tribute video presentation to be viewed at the luncheon event

Luncheon to be held in January 2012 in the city in which the Business Person of the Year resides

- Creating and developing the award for Alberta's Business Person of the Year

*Alberta Venture encourages sponsor companies to maximize their sponsorship with their own value-added activity. Please note, to maintain the value of the Alberta's Business Person of the Year program and the integrity of the Alberta's Business Person of the Year brand, sponsor-related activities must be approved by Alberta Venture's Publisher.*



# Value

In addition to logo and name placement on all promotional material *Alberta Venture* develops in conjunction with the program, co-sponsors are also entitled to participate in the adjudication process.

## CO-SPONSOR

Cost of sponsorship: \$20,000  
 Maximum number of sponsors: 2  
 With a three-year agreement, cost of sponsorship: \$16,500

Sponsorship Proposal  
 Decision Date: May 27, 2011

## SPONSOR RECEIVES:

- Name recognition included with the cover story of the December 2011 issue
- Name and logo on all advertising related to the promotion of the luncheon event (December 2011-January 2012)
- Privilege of co-hosting the luncheon event for approximately 300-500 people, scheduled for mid-January 2012 in the city where *Alberta's Business Person of the Year* has his or her head office located
- Ten tickets to the luncheon event and VIP reception
- Privilege of co-presenting the award at the luncheon to Alberta's Business Person of the Year
- Logo on the nomination form
- One full-page, full-colour ad to be used in the December 2011 issue, congratulating Alberta's Business Person of the Year on behalf of the co-sponsor's organization
- Logo on wall plaque presented to Alberta's Business Person of the Year recipient
- Logo on web pages related to the event on the exclusive Alberta's Business Person of the year microsite and [albertaventure.com](http://albertaventure.com)

## Q & A

**Q:** Do I get to approve the event advertising campaign?

**A:** The event is presented by *Alberta Venture* and all marketing – advertising concepts and design – are done by in-house marketing staff for *Alberta Venture*.

Sponsors can approve correct logo and tagline usage, but all event advertising is subject to approval by *Alberta Venture* only.

**Q:** How do I measure the value of a sponsorship?

**A:** To put a true value on aligning your organization with a high profile event produced by *Alberta Venture*, one would need to consider the cost of creating awareness, maximizing exposure and developing the opportunities to get your service in front of potential clients. Sponsorships are considered qualitative marketing initiatives and their full value cannot be measured quantitatively. Some components of the sponsorship can be measured, based on your set objectives.

These measurements include:

- Number of sales leads
- Quality of the database created
- Page views on a website/webpage
- Revenue
- Quality of feedback
- Number of attendees
- Gross impressions (logo, tagline)
- Gross impressions of specific message (if created specifically for the event)
- Editorial coverage/column inches received