



2012

CONTRACTOR OF THE YEAR AWARDS
SPONSORSHIP OPPORTUNITY PACKAGE

**An outstanding opportunity to connect
with the most important members of
Alberta's construction industry**

Presented by Alberta Venture magazine, Merit Contractors Association,
and the Alberta Road Builders and Heavy Construction Association

"We are excited to build on the success of last year's event and expect to see even more industry support. I am particularly excited about our new partnership with Alberta Roadbuilders and Heavy Construction Association and including that sector in these prestigious awards."

Stephen Kushner, president, Merit Contractors Association

"Often in our industry our leaders are reluctant to put themselves in the spotlight, even when it is well deserved. We look forward to working with Merit and Alberta Venture to properly honour and acknowledge some of the extraordinary companies and individuals in our industry."

Gene Syvenky, CEO, Alberta Roadbuilders and Heavy Construction Association

**Program Sponsorship Opportunity
Deadline: December 7, 2011**

2012

CONTRACTOR OF THE YEAR AWARDS

About the Event and Program

"We wish to thank you for the idea of this award. It is true that in this industry there is a need to advocate the success of our business and the people who make us who we are."

Bert DeBruin, president,
Alta Pro Electric Ltd
(Contractor of the Year Winner)

Building off the massive success of last year's inaugural event, this year holds even more value and promise for any company that wishes to connect their brand with the construction industries most influential people. As a sponsor, you will be part of a program that will reach thousands of Albertan construction companies through a multi-faceted program that includes substantial print, web, and event exposure.

PROGRAM STAGES

- Nominations – We'll solicit nominations from construction companies across Alberta which will introduce a diverse range of businesses to your brand and program affiliation
- Judging – A carefully selected judging panel will choose finalists and winners from all the nominees. Sponsors will have the opportunity to contribute to the judging panel.
- The Awards – A highly professional and well run event which will be attended by the industry's leading individuals. Sponsors will be able to promote their brand and business in a welcoming and positive environment.
- Editorial Feature – Following the awards, full length profiles of the winning companies will be published in *Alberta Venture*. Written by our award-winning journalists, this final program facet will associate your brand with in-demand editorial content.

The 2012 Contractor of the Year Awards

Location: T.B.A (Calgary)

Date: Late March 2012

The awards will include a VIP Reception, a gala dinner, a multi-media rich awards ceremony, and a dessert reception. The event will allow your staff to connect face to face with the industry's most important people. Last year's event attendees included senior executives from:

Alberta Construction Safety Association
Alberta Glass Company
Alta Pro Electric
Avalanche Air Systems
Binder Construction
Camdon Construction
Chandos Construction
Clark Builders
Dawson Wallace Construction
Elan Construction

Flint Energy Services
Graham Group
Hemisphere Engineering
Horizon Mechanical
IW Kuhn Environmental
John Day Developments
PCL Construction Management
Territorial Electric
And many more!

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Sponsorship Opportunities

“The attendance from industry was very good and the finalists in all categories were excellent businesses worthy of acknowledgement.”

Todd Poulsen, Vice-President,
Elan Construction Limited
(Contractor of the Year Nominee)

Six Program Sponsorships available – \$13,500 (Net)

With a three-year commitment – \$12,000 (Net) per year

Award Category Sponsorships (6 award categories available)

- Trade Contractors – Over and under \$15 million annual revenue
- General Contractors – Over and under \$50 million annual revenue
- Heavy Civil Contractors – Over and under \$25 million annual revenue

Merit Contractors will present the final award of the night, the Construction Person of the Year.

PRE –EVENT

- Logo identification in all applicable print materials including the direct mail components promoting nominations, event attendance, private reception invitations, and any other direct mail promotions
- Logo identification in all applicable online promotions including the Contractor web page, e-newsletters and mass email campaigns, and banner ads.
- Logo identification in three full-page colour ads promoting the Contractor Awards and Dinner in January, February, and March issues of *Alberta Venture* and two full pages ads in the February and March issues of *Alberta Oil*
- One full page, full colour advertisement promoting your brand or company in *Alberta Venture* magazine. This print campaign will be included in the March issue (ad value of \$5,165)
- 10,000 Impressions on Albertaventure.com in the Leaderboard, Skyscraper, or big box position (your choice, dependent on monthly availability) (value of \$2,205)
- The opportunity to sit on the awards judging committee (if you wish)

DURING AWARDS DINNER

- Four invitations to private VIP reception
- Eight tickets to the awards dinner
- Verbal recognition during the awards dinner
- Opportunity for a company representative to announce the award recipients in their pre-identified award category
- Opportunity to include a gift/promotional item in attendee gift bags
- Logo identification on reception signage
- Logo Identification on the awards event program/table cards
- Logo identification within the on-screen video loop that will run before, during and after the awards presentations

POST-EVENT

- Access to awards dinner attendee list
- Logo identification within one 1/2 page, full colour ad in *Alberta Venture* and *Open Mind* thanking sponsors and attendees
- Logo identification on all web pages with 2012 award-related feature articles at albertaventure.com
- Logo identification on all media created from the event (podcasts, photos, etc)

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CONTRACTOR OF THE YEAR AWARDS

Dessert Reception Sponsor (1 available)

"The whole event was fabulous, but the most outstanding in my view was the VIP reception."

Jeanette DeBruin
Alta Pro Electric Ltd
(Contractor of the Year Winner)

After the awards have concluded, attendees will continue celebrating and networking at a post-awards dessert reception. As the dessert reception sponsor, your company will host the reception.

PRE –EVENT

- Logo identification in all applicable print materials including the direct mail components promoting nominations, event attendance, private reception invitations, and any other direct mail promotions
- Logo identification in all applicable online promotions including the Contractor web page, e-newsletters and mass email campaigns, and banner ads.
- Logo identification in three full-page colour ads promoting the Constructor Awards and Dinner in January, February, and March issues of *Alberta Venture* and two full pages ads in the February and March issues of *Alberta Oil*
- The opportunity to help decide the dessert reception format and dish

DURING AWARDS DINNER

- Two invitations to private VIP reception
- Four tickets to the awards dinner
- Verbal recognition during the awards dinner
- Opportunity for a company representative to introduce and start the dessert reception after the awards have finished
- Opportunity to include a gift/promotional item in attendee gift bags
- Logo identification on reception signage
- Logo Identification on the awards event program/table cards

POST-EVENT

- Access to awards dinner attendee list
- Logo identification within one 1/2 page, full colour ad in *Alberta Venture* and *Open Mind* thanking sponsors and attendees
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**Dessert Reception
Sponsorship - \$6,000
(Net)**

Program Partners

"I have often wondered why there has never been an awards program for the construction industry and am very pleased to see one being initiated. It is a great thing for the industry, and I am sure will grow to be a huge event in the future."

Joan Dootson, Wife of Roger Dootson
(Construction Person of the Year 2011)

ALBERTA VENTURE

Alberta Venture is Alberta's leading business publication for over 200,000 print and online readers every month. Annually, *Alberta Venture* hosts many prestigious events such as Alberta's Fast Growth 50 Awards, Alberta's Best Workplaces, Most Influential Golf Tournament, Venture 100 + Next 100 Forum, and Alberta's Business Person of the Year. Alberta's business elite know that an event put on by *Alberta Venture* will deliver a high quality networking experience in conjunction with flawless execution and insightful programming.

MERIT CONTRACTORS ASSOCIATION

Representing the voice of open shop construction in Alberta, Merit Contractors Association focuses on the human resource needs of the construction industry. Established in 1986 in Alberta, Merit works to provide non-union construction employees with benefit plans, excellent working conditions, practical training programs and access to all construction sites. Today, the Alberta association has more than 1,200 member companies including general, sub-trade and maintenance contractors in all sectors of the construction industry.

ALBERTA ROADBUILDERS AND HEAVY CONSTRUCTION ASSOCIATION

The Alberta Roadbuilders and Heavy Construction (ARHCA) is the largest heavy construction Association in Canada with more than 800 corporate members, representing approximately 50,000 direct employees (\$1.8 billion payroll). The Association represents contractors who work on the construction and rehabilitation of highways, municipal roads, bridges, sewer, and water projects, as well as the suppliers (such as equipment dealers, finance companies, aggregate suppliers, law firms, etc.), and consulting engineers who work with them. ARHCA member companies can also be found constructing streets, curbs and gutters, sewer and water systems, and other infrastructure for residential, commercial, oilfield, oil sands and forestry projects.

CONTACT INFORMATION

Visit albertaventure.com/contractorawards for more event details. Alternatively, contact our sales department at either of the following locations.

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