

# THE FAST GROWTH 50

*Alberta Venture's Fast Growth 50 program shines the spotlight on Alberta's growth champions.*

**Become a program sponsor - share the spotlight and build relationships with Alberta's top business performers.**

**PROGRAM SPONSORSHIP OPPORTUNITY  
DECISION DEADLINE: JUNE 6, 2011**

**AlbertaVenture**  
OurBusiness.OurBest.



## PROGRAM SPONSORSHIP OPPORTUNITY

*Alberta Venture* celebrates Alberta's strong entrepreneurial spirit and ingenuity through the **Fast Growth 50**. No other annual program provides a better glimpse into Alberta's future and those entrepreneurs leading the way.

As a Fast Growth 50 sponsor, you will be recognized as a company that understands the importance of economic development in Alberta and acts to support those companies that are furthering such development.

**N**ow in its 14th year, *Alberta Venture's* Fast Growth 50 list is a highly anticipated ranking of those companies in Alberta with significant growth in revenue, assets, capital expenditures and employees over a three-year period, in the categories of over \$20 million and under \$20 million. The businesses which make this list are Alberta's Growth Champions, pushing Alberta's prosperity to new heights.

The 2012 Fast Growth 50 list will be published in the January issue of *Alberta Venture* magazine with a private reception held in Edmonton the second week of February.

As a program sponsor of the Fast Growth 50, you **gain multi-platform awareness through print, online and event promotions**. In addition to eight months of integrated promotions, you also get to network with some of the brightest rising stars at one of Alberta's premier business events. The opportunity to sponsor the Fast Growth 50 provides unprecedented access to engage with executives from 50 of the fastest growing companies in Alberta.

### Be a Part of the Future

The Fast Growth 50 represents unparalleled growth. The list showcases growth-oriented businesses, and by sponsoring the Fast Growth 50 program you are recognizing the success of these companies.

Fast Growth 50 companies are at the forefront of innovation. As champions of growth, many are still climbing to the top and are actively seeking partnerships, sponsors and business contacts along the way. They are keen networkers and ambitious go-getters.

Good business relationships pay huge dividends and participation in the Fast Growth 50 program is a great way to build these all-important relationships with Fast Growth 50 award winners and *Alberta Venture's* 160,000 business-oriented readers.

Also, Fast Growth 50 companies are very proud of their accomplishment and as a sponsor of the awards, they will see your company's name every time they look at their Fast Growth 50 plaque hanging on their office wall.

**Supporting these companies on their rise to the top can help ensure a rewarding future for your organization.**

### Here's what sponsors say about the Fast Growth 50 program:

*I just wanted to take a moment on behalf of everyone from KPMG to say how pleased we were with last night's event. We sincerely appreciate your efforts that helped to profile our people and our firm.*

*We look forward to working with you on next year's event.*

— Bryon Dickie  
Senior Marketing Principal, KPMG

The Fast Growth 50: the best way to align with Alberta's business leaders as they make their ascent to the top.



## PROGRAM SPONSORSHIP OPPORTUNITY

### Access and Engage

The Fast Growth 50 private reception allows you to personally network with top executives and entrepreneurs from Alberta's fastest growing companies in an intimate, relaxed atmosphere. This intimate award ceremony is the perfect opportunity to **start building crucial relationships with familiar and up-and-coming players in Alberta business and industry.**

Past recipients such as Saxon Energy Services Inc., Jayman MasterBuilt, Upside Software Inc., Bankers Petroleum Ltd., Replicon Inc., Bioware and Western Financial Group are testimonials to Alberta's economic diversity and continuous strength. The lessons shared by our growth-oriented entrepreneurs are inspirational, actionable and invaluable. Furthermore, they are lessons that our business readers tell us they want to learn and benefit from.

### Spreading the Word

In sponsoring our highly regarded Fast Growth 50 list, you are sponsoring an entire program that holds a prevalent position in our magazine, our website and the Alberta business community itself. Your sponsorship package includes advertising in *Alberta Venture* magazine giving you the ability to **reach our 154,000 affluent, business-oriented readers.** Through the pages of *Alberta Venture*, you engage our desirable readership:

- 86% of our readers are aware of the Fast Growth 50 event and editorial feature
- 77% of our readers discuss article with friends or colleagues
- 72% of our readers keep their copies of *Alberta Venture* for future reference
- Nearly 65% are personally involved in business related purchasing/leasing decisions



Don't miss out on being a part of one of the most talked about events in Alberta's thriving business community.



## PROGRAM SPONSORSHIP OPPORTUNITY

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### PROGRAM SPONSORSHIP

(6 sponsorships available)

Program sponsors will have their logo included in all applicable promotional materials, advertising and event displays.

#### PRE-EVENT

- Logo identification in all applicable print materials including the 2012 Fast Growth 50 Growth Questionnaire, direct mail components, private reception invitation, attendance forms, and any additional promotions
- Logo identification in all applicable online promotions including the Fast Growth 50 web page, web growth questionnaire, mass email campaigns and program banner ads
- Logo identification in two full page and two 1/2 page, full colour ads within *Alberta Venture* magazine promoting submissions
- One full page, full colour advertisement promoting your brand or company in *Alberta Venture* magazine. This print campaign will be included in the January 2012 issue (ad value of \$5,165)

#### DURING EVENT

- Verbal recognition during private networking reception
- Opportunity for a company representative to speak at the private reception. This company representative may address the attendees and give a brief company profile during the reception
- Logo identification on reception signage within venue
- Name recognition and logo identification within the on-screen video presentation
- Name recognition on recipient plaques handed out during the private reception
- Logo identification on recipient ID kits containing Fast Growth 50 logo images
- Display space during networking reception and the opportunity to provide promotional items for inclusion in event 'swag bags' received by attendees
- 10 invitations to the private reception honouring the 2012 Fast Growth 50 recipients

#### POST-EVENT

- Logo identification within one 1/3 page, full colour ad in *Alberta Venture* thanking sponsors and attendees

**PROGRAM SPONSORSHIP COST: \$12,000.00 (NET) OR \$11,000 EACH YEAR WITH A THREE YEAR COMMITMENT**



**PROGRAM SPONSORSHIP OPPORTUNITY**

**PROGRAM SCHEDULE**

Alberta's *Fast Growth 50* is a comprehensive recognition program that extends across various marketing elements, offering substantial value to sponsors. This heightened program offers sponsors an eight month promotional opportunity, from the Growth Questionnaire and program advertising in June to the publishing of the Fast Growth 50 list in the January 2012 issue of *Alberta Venture* and private event in mid-February.

Align your company with the Fast Growth 50 and ensure your company's inclusion in the following integrated marketing initiatives:

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| <b>MAY 2011</b>  |
| Release of the 2012 Growth Questionnaire. Sponsors may request copies of the questionnaire to distribute to clients and associates.  |
| <b>JUNE 2011</b>   |
| Submission Promotion: Website: Release of the 2012 Growth Questionnaire on <a href="http://albertaventure.com">albertaventure.com</a> The Fast Growth 50 webpage will include sponsor logos linking to corporate websites. |
| Submission Promotion: Advertising Campaign: Half page print advertising within <i>Alberta Venture</i> magazine promoting the 2012 Growth Questionnaire.  |
| Submission Promotion: Online Campaign: Banner ad on <a href="http://albertaventure.com">albertaventure.com</a> promoting the 2012 Growth Questionnaire (banner ad will link to the Fast Growth 50 webpage).                |
| Submission Promotion: Direct Mail Campaign: extensive promotion of the Growth Questionnaire to select <i>Alberta Venture</i> readers and companies throughout Alberta.   |
| Submission Promotion: Direct Mail Campaign: extensive promotion of the Growth Questionnaire to Alberta-based business associations and Chamber of Commerce.  |
| Submission Promotion: Mass email Campaign: initial email promotion of the Growth Questionnaire to select <i>Alberta Venture</i> readers and companies throughout Alberta.  |
| <b>JULY 2011</b>   |
| Submission Promotion: Advertising Campaign: Half page print advertising within <i>Alberta Venture</i> magazine promoting the 2012 Growth Questionnaire.  |
| <b>AUGUST 2011</b>   |
| Submission Promotion: Advertising Campaign: Full page print advertising within <i>Alberta Venture</i> magazine promoting the 2012 Growth Questionnaire   |
| Submission Promotion: Mass email Campaign: email promotion of the Growth Questionnaire to select <i>Alberta Venture</i> readers and companies throughout Alberta.  |

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| <b>SEPTEMBER 2011</b>  |
| Submission Promotion: Advertising Campaign: Full page print advertising within <i>Alberta Venture</i> magazine promoting the 2012 Growth Questionnaire;  |
| Submission Promotion: Mass email Campaign: email promotion of the Growth Questionnaire to Alberta-based business associations and Chamber of Commerce.   |
| Submission Promotion: Mass email Campaign: last email promotion of the Growth Questionnaire to select <i>Alberta Venture</i> readers and companies throughout Alberta.                                   |
| Growth Questionnaire Deadline  |
| <b>DECEMBER 2011</b>   |
| January Issue Promotion: Online Campaign: Banner ad on <a href="http://albertaventure.com">albertaventure.com</a> promoting the 2012 Fast Growth 50 (banner ad will link to the Fast Growth 50 webpage). |
| <b>JANUARY 2012</b>  |
| Private Event: Reception Invitation and Attendance Forms (sponsor logo identification);  |
| <b>FEBRUARY 2012</b>   |
| Private Event: Recipient Plaques and ID Kits (sponsor name recognition)  |
| Private Event: Video Presentation and site signage (sponsor logo identification)   |
| <b>MARCH 2012</b>  |
| Program Wrap-up: Advertising: 1/3 page print advertising within <i>Alberta Venture</i> magazine thanking sponsors and attendees  |

**DECISION DEADLINE:  
JUNE 6, 2011**

