

EVENT SPONSORSHIP OPPORTUNITY

For those who understand the value
of networking with Alberta's business elite.



2012

MOST INFLUENTIAL
GOLF TOURNAMENT

SPONSORSHIP DEADLINE
MAY 4, 2012

FIRST RIGHT OF REFUSAL
JANUARY 27, 2012

PRESENTED BY

ALBERTA
VENTURE

IN SUPPORT OF



Alberta
CANCER FOUNDATION

In August 2012, Alberta's business elite will congregate for *Alberta Venture's* 14th Annual MOST INFLUENTIAL GOLF TOURNAMENT.

Join us in recognizing Alberta's 50 Most Influential People as an event sponsor at the 2012 Most Influential Golf Tournament. The tournament runs in conjunction with the listing of Alberta's 50 Most Influential People featured in the July issue of our award-winning business publication. Event proceeds will be donated to the 2012 charity of choice: the Alberta Cancer Foundation. The Alberta Cancer Foundation's mission is to deliver progress in cancer research, prevention, treatment and care by generating community investment for Alberta's coordinated research strategy, the Cross Cancer Institute, Tom Baker Cancer Centre and 15 other cancer centres throughout the province.

As an event sponsor, you have the unique opportunity to align your company with our distinguished golf tournament, network with high-level executives from Alberta's business community and play a round of golf at one of Western Canada's most prestigious courses..

Interact and Get Noticed

The Most Influential Golf Tournament is the place to be if you want to **connect and network with Alberta's most influential individuals**, the people who are shaping the landscape of Alberta's economy, policies and community.

Attendance

In addition to inviting the year's top 50 prominent leaders, the tournament is also open to, and widely attended, by *Alberta Venture* readers. In past years, the tournament was well attended by senior level executives, company presidents, CEOs as well as business professionals and business owners.

Sponsors gain direct access to top decision-makers on both a business and personal level.

- 65% of *Alberta Venture* readers are personally involved in their company's purchasing decisions and 50% of readers have personal incomes in excess of \$100,000

Integration and Branding

As part of the various tournament sponsorship packages available, you receive **logo identification and brand recognition** in all applicable event promotions, advertising and event displays.

Your company logo will be included on two full-page ads promoting the tournament within the June and July issues of *Alberta Venture* magazine. This translates into reaching both the event attendees plus 160,000 *Alberta Venture* readers.

As a title, gold or silver tournament sponsor your company has the **unique advantage of integrated print and online advertising campaigns**. Your company logo will be featured on all tournament promotional materials. In addition, your title, gold or silver sponsorship includes a brand advertisement within the pages of *Alberta Venture*. This opportunity puts your company and brand in four issues of *Alberta Venture*, reaching an accumulated 600,000 readers!

Put your company's name at the forefront and gain direct exposure with potential clients.

TITLE SPONSORSHIP

Eagle Package (1 sponsorship available)

The title sponsor's name and logo will be affixed to the tournament name and will appear prior to 'Most Influential Golf Tournament' in all applicable promotional materials, advertising and event displays. The title sponsor also receives exclusivity of category for the entire tournament as well as a customized event day presence.

PRE-TOURNAMENT

- Name recognition and logo identification in all applicable print materials including tournament registration form, direct mail components, and any additional promotions
- Name recognition and logo identification in all applicable online tournament promotions including event web page, web registration form and event banner ads during June, July and August
- Name recognition and logo identification in two full page, full colour ads promoting the tournament within June and July issues of *Alberta Venture* magazine (value of \$8465)
- One full page, full colour advertisement promoting your brand or company in *Alberta Venture* magazine. This advertisement must be utilized in the July issue of *Alberta Venture* which features the listing of Alberta's 50 Most Influential People (ad value of \$5040)
- Skyscraper or bottom leaderboard banner ad on the *Alberta Venture* website for 30,000 impressions. Online ads can be utilized within the one year contract signing term (value of \$1500)

DAY OF TOURNAMENT

- Customized presence with the opportunity to speak at the event. A company representative may address the attendees and give a brief company profile during the tournament reception
- Verbal recognition during opening remarks and during tournament reception
- Name recognition and logo identification on event program, site signage and tournament gifts
- Opportunity to present prizes to tournament winners during tournament reception
- Complimentary foursome golf package for tournament (package value of \$1400)

POST-TOURNAMENT

- Name recognition and logo identification within one 1/2 page, full colour post-tournament ad in *Alberta Venture* thanking sponsors (value of \$2260)
- Name recognition and logo identification on post-tournament web page that will feature a listing of the winners and tournament photos

TITLE SPONSORSHIP COST: \$20,000.00 (NET)

Eagle package sponsors can add a *hole-in-one sponsorship* for only \$1,750.00 (net)

GOLD SPONSORSHIP

Birdie Package (2 sponsorships available)

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

PRE-TOURNAMENT

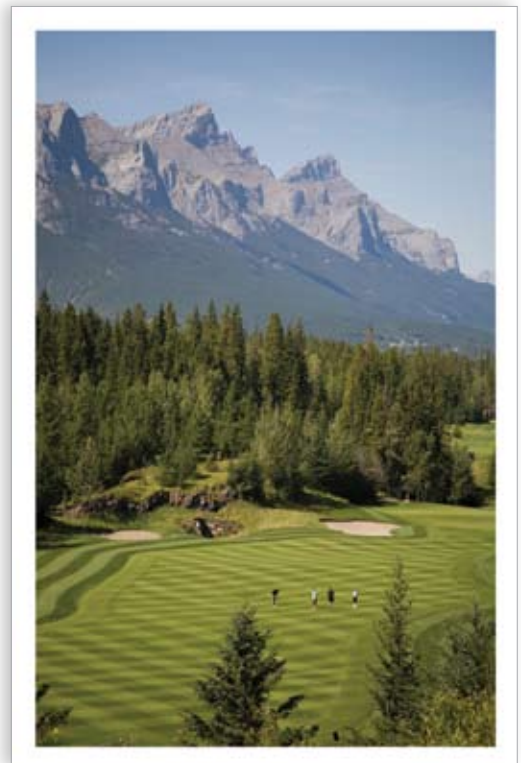
- Logo identification in all applicable print materials including tournament registration form, direct mail components, and any additional promotions
- Logo identification in all applicable online tournament promotions including event web page and web registration form during June, July and August
- Logo identification in two full page, full colour ads promoting the tournament within June and July issues of *Alberta Venture* magazine (value of \$2825)
- One 1/2 page, full colour advertisement promoting your brand or company in *Alberta Venture* magazine. This advertisement must be utilized in the July issue of *Alberta Venture* which features the listing of Alberta's 50 Most Influential People (ad value of \$3275)

DAY OF TOURNAMENT

- Verbal recognition during opening remarks and during tournament reception
- Logo identification on event program, site signage and tournament gifts
- Opportunity to present prizes/gifts to tournament winners during tournament reception
- Complimentary twosome golf package for tournament (package value of \$750)

POST-TOURNAMENT

- Logo identification within one 1/2 page, full colour post-tournament ad in *Alberta Venture* thanking sponsors (value of \$1415)
- Logo identification on post-tournament web page that will feature a listing of the winners and tournament photos



GOLD SPONSORSHIP COST: \$12,000.00 (NET)

Birdie package sponsors can add a *hole-in-one sponsorship* for only \$1,750.00 (net)

SILVER SPONSORSHIP

Par Package (5 sponsorships available)

Silver sponsors will have their logo included in partial promotional materials, advertising and event displays.

PRE-TOURNAMENT

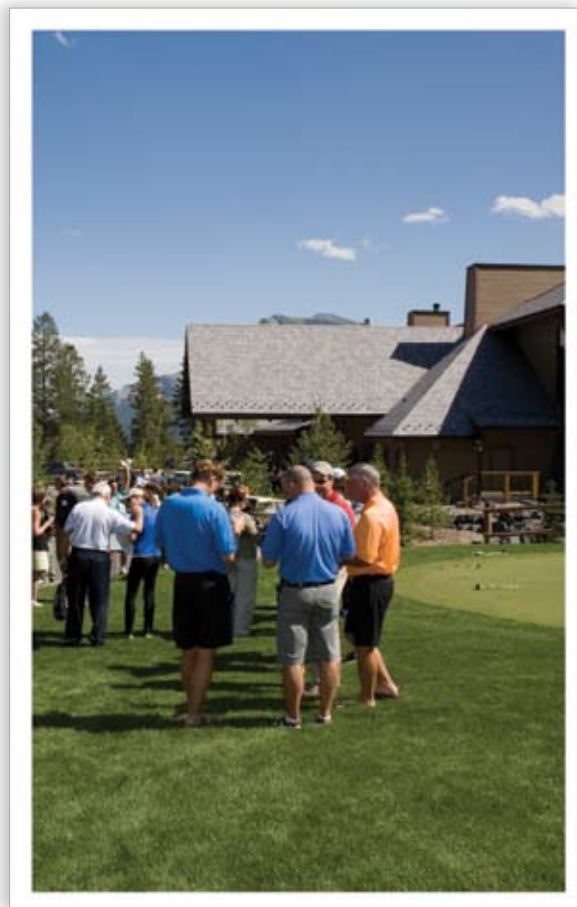
- Logo identification in all applicable print materials including tournament registration form, direct mail components, and any additional promotions
- Logo identification in all applicable online tournament promotions including event web page and web registration form during June, July and August
- Logo identification in two full page, full colour ads promoting the tournament within June and July issues of *Alberta Venture* magazine (value of \$2825)
- One 1/3 page, full colour advertisement promoting your brand or company in *Alberta Venture* magazine. This advertisement must be utilized in the July issue of *Alberta Venture* which features the listing of Alberta's 50 Most Influential People (ad value of \$2270)

DAY OF TOURNAMENT

- Logo identification on event program, site signage and tournament gifts
- Complimentary twosome golf package for tournament (package value of \$750)

POST-TOURNAMENT

- Logo identification within one 1/2 page, full colour post-tournament ad in *Alberta Venture* thanking sponsors (value of \$1415)
- Logo identification on post-tournament web page that will feature a listing of the winners and tournament photos



SILVER SPONSORSHIP COST: \$7,000.00 (NET)

Par package sponsors can add a *hole-in-one sponsorship* for only \$1,750.00 (net)

HOLE-IN-ONE SPONSORSHIP PACKAGE

(4 sponsorships available)

Give your company the opportunity to **interact and network** with Alberta's Most Influential and tournament attendees.

PRE-TOURNAMENT

- Logo identification in all applicable online tournament promotions including event web page and web registration form during June, July and August

DAY OF TOURNAMENT

- Logo identification on event program and site signage
- Opportunity to network with golfers as they play through your assigned hole
- Opportunity to connect with golfers through promotional give-aways, food or drinks

POST-TOURNAMENT

- Logo identification on post-tournament web page that will feature a listing of the winners and tournament photos

HOLE-IN-ONE SPONSORSHIP COST: \$3,500.00 (NET)



GOLF CART SPONSORSHIP PACKAGE

(1 sponsorship available)

Make sure you get your organization's branding in front of our influential tournament attendees.

PRE-TOURNAMENT

- Logo identification in all applicable online tournament promotions including event web page and web registration form during June, July and August

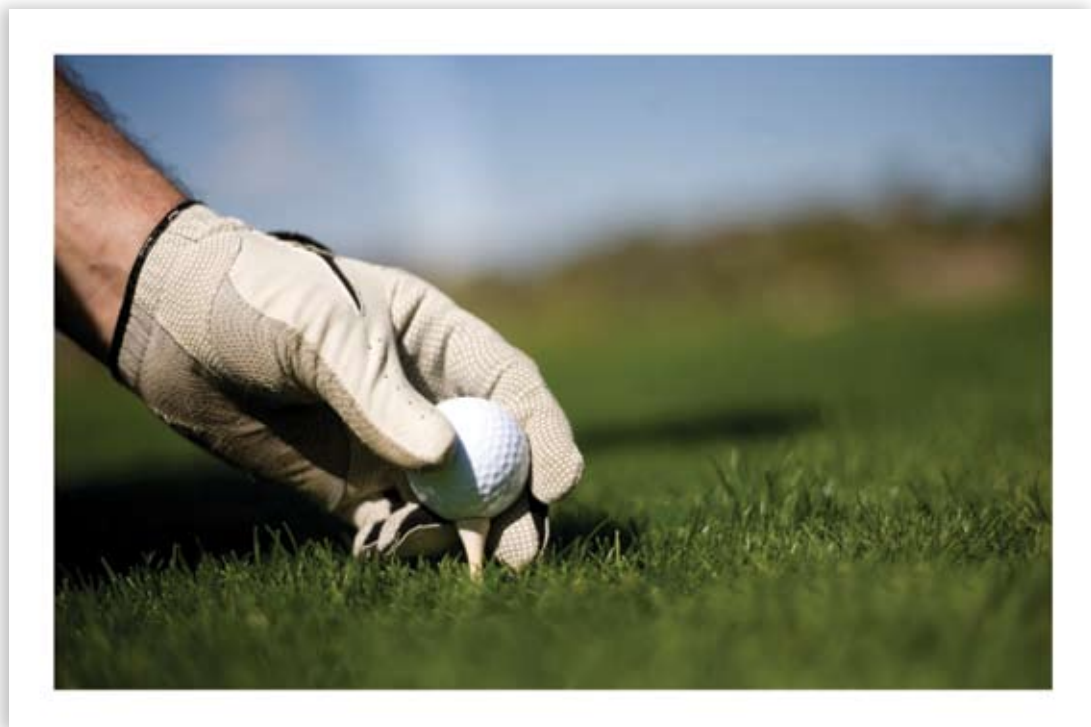
DAY OF TOURNAMENT

- Logo identification on 60 double-sided golf cart signs, printed courtesy of *Alberta Venture*
- Logo identification on event program and site signage
- Opportunity to provide promotional items for inclusion in tournament 'swag bags' received by attendees
- Complimentary twosome golf package for tournament (package value of \$750)

POST-TOURNAMENT

- Logo identification on post-tournament web page that will feature a listing of the winners and tournament photos

GOLF CART SPONSORSHIP COST: \$3,500.00 (NET)



SUMMARY

GENERAL INFORMATION

EVENT DATE

Tuesday, August 21, 2012

LOCATION

Silvertip Golf Resort, Canmore, AB

AUDIENCE & ATTENDEES

In past years the tournament has been well attended by senior level executives, company presidents, and CEOs as well as business professionals and business owners. The chart to the right illustrates past tournament attendance.

EVENT OBJECTIVE

Our July issue of *Alberta Venture* magazine highlights the 50 Most Influential People and we recognize these prominent individuals through the annual Most Influential Golf Tournament. Every year *Alberta Venture* selects a key non-profit organization as the event's charitable organization. Unlike other golf tournaments, attendees and sponsors have the opportunity to not only golf along side some of Alberta's top business leaders but also develop the right connections.

SPONSOR ADVANTAGE

It's well recognized in the business community that some of the best networking is done on the golf course. The Most Influential Golf Tournament gives sponsors the opportunity to connect with Alberta's prominent business leaders as well as business professionals. These are individuals with extensive buying powers and individuals who directly impact their company's purchasing decisions.

SPONSOR LEVELS

Title Sponsorship: Eagle Package (1 sponsorship available)
Gold Sponsorship: Birdie Package (2 sponsorships available)
Silver Sponsorship: Par Package (5 sponsorships available)
Hole-In-One Sponsorship Package (4 sponsorships available)
Golf Cart Sponsorship (1 sponsorship available)

CONTACT

To secure your event sponsorship, contact your Account Executive today!

DECISION DEADLINE

Friday, May 4, 2012

FIRST RIGHT OF REFUSAL

January 27, 2012



ATTENDANCE FROM PAST MOST INFLUENTIAL GOLF TOURNAMENTS

