

39TH ANNUAL

ACE AWARDS

SPONSORSHIP OPPORTUNITIES

ace 
ad club of edmonton

MESSAGE FROM THE ACE AWARDS CO-CHAIRS

Year-to-year, the Edmonton marketing community offers up a rich and diverse pool of creative work that parallels the highest standards of graphic design and ingenuity displayed in markets around the globe.

With the economic down turn in 2016, marketers were faced with additional challenges in offering clients the same level of service and effective reach as previous years while operating at far lower budget levels. As trying as these times may have been, they also fostered a new point-of-view and higher level of creativity in problem solving. As the economy begins to revive throughout 2017, the advertising and marketing industry in Edmonton has become rejuvenated with flusher budgets, fresher ideas and clients that are more than prepared to say YES!!!

The ACE Awards are held annually to allow the Advertising Club of Edmonton and its surrounding community to bring much-deserved recognition to the outstanding work of our local professionals as well as the fearless clients and reliable partners who bring it to life.

This year's awards night will celebrate the YES moments that mark the turning point in the creative process where you go from doing work to making something incredible.

The 39th Annual ACE Awards will be held on Saturday, April 7, 2018 at the Shaw Conference Centre.

The ACE Awards is the largest gathering of Edmonton's advertisers, marketers, communicators, designers and public relations professionals. As a not-for-profit and volunteer-driven industry association, ACE relies on the generosity of sponsors for events like this.

We sincerely hope you will consider supporting the 39th Annual ACE Awards and would be delighted to discuss how we can provide unique sponsorship opportunities that suit you and your business.

Sincerely,

Carla McNeil & Sara Kerr
[#ACEAwards39 Co-Chairs](#)

THIS YEAR'S SHOW

ABOUT

The ACE Awards Gala is the awards show for advertising and marketing excellence in Edmonton. It's the largest annual gathering of advertising, marketing, communications and public relations professionals in our community. Edmonton's best advertising is submitted for judging against international standards – by a panel of nationally and internationally recognized judges.

The event provides an opportunity to showcase all of the outstanding creative work developed by talent right here in Edmonton. These awards are dedicated to recognizing and rewarding the professionalism and entrepreneurial spirit of our industry.

DATE

April 7, 2018

FORMAT

Sit down dinner

VENUE

Shaw Conference Centre

SPONSORSHIP LEVELS

PRESENTING SPONSOR: \$15,000 (ALL CASH)

Recognition highlights for the Presenting Sponsor include:

- > Naming Rights to the ACE Awards. "The 39th Annual ACE Awards – Presented by _____." will be used on all marketing and promotions for the ACE Awards
- > Highest-level logo recognition in all ACE Awards marketing collateral
- > Special verbal recognition at the ACE Awards (in the President's speech, as well as by the Awards Co-Chairs)
- > Two minute speaking opportunity at the event
- > Most prominent logo display on signage and sponsor reel at the event
- > Best in Show category sponsor
- > Additional category sponsorship (category to be determined)
- > **One VIP table of 10 at the ACE Awards**
- > **One table of eight at the Judges Breakfast**
- > Special verbal recognition at the Judges Breakfast
- > **Six complimentary seats at the VIP Judges Dinner**
- > Sponsor recognition for the dessert course of the Awards dinner
- > Sponsoship mentions on ACE social media channels:
 - > **Twitter: six mentions**
 - > **Facebook: six mentions**
- > Minimum of four mentions in ACE membership emails
- > Prominent mentions on **adclubedm.com** ACE Awards event page
- > Prominent logo recognition in all ACE Awards advertorials
- > Full-page ad in the ACE Awards Winners Book
- > One-year static display ad with link to sponsor website on **adclubedm.com** (with the opportunity to switch the creative up to four times in a year)

SPONSORSHIP LEVELS

GOLD SPONSOR: \$12,000 (ALL CASH)

Recognition highlights for Gold Sponsors include:

- > High level of logo recognition in all ACE Awards marketing collateral
- > Category sponsorship (category to be determined)
- > Verbal recognition at the ACE Awards
- > Prominent logo display on signage and sponsor reel at the event
- > **Six complimentary tickets to the ACE Awards**
- > **Four complimentary tickets to the Judges Breakfast**
- > Special verbal recognition at the Judges Breakfast
- > Sponsorship mentions on ACE social media channels
 - > **Twitter: four mentions**
 - > **Facebook: two mentions**
- > Minimum of two mentions in ACE membership emails
- > Mentions on **adclubedm.com** ACE Awards event page
- > Logo recognition in all ACE Awards advertorials
- > One-year display ad with link to sponsor website on **adclubedm.com**
- > Half-page ad in the ACE Awards Winners Book

SPONSORSHIP LEVELS

GOLD SPONSOR: \$12,000 (50% CASH)

Recognition highlights for Gold Sponsors include:

- > High level of logo recognition in all ACE Awards marketing collateral
- > Category sponsorship (category to be determined)
- > Verbal recognition at the ACE Awards
- > Prominent logo display on signage and sponsor reel at the event
- > **Four complimentary tickets to the ACE Awards**
- > **Two complimentary tickets to the Judges Breakfast**
- > Special verbal recognition at the Judges Breakfast
- > Sponsorship mentions on ACE social media channels
 - > **Twitter: four mentions**
 - > **Facebook: two mentions**
- > Minimum of two mentions in ACE membership emails
- > Mentions on **adclubedm.com** ACE Awards event page
- > Logo recognition in all ACE Awards advertorials
- > One-year display ad with link to sponsor website on **adclubedm.com**
- > Half-page ad in the ACE Awards Winners Book

SPONSORSHIP LEVELS

SILVER SPONSOR: \$6,000 (ALL CASH)

Recognition highlights for Silver Sponsors include:

- > Logo recognition in all ACE Awards marketing collateral
- > Category sponsorship (category to be determined)
- > Verbal recognition at the ACE Awards
- > Logo display on signage and sponsor reel at the event
- > **Four complimentary tickets to the ACE Awards**
- > **Two complimentary tickets to the Judges Breakfast**
- > Sponsorship mentions on ACE social media channels
 - > **Twitter: three mentions**
 - > **Facebook: two mentions**
- > Minimum of one mention in ACE membership email
- > Logo recognition in all ACE Awards advertorials
- > Quarter-page ad in the ACE Awards Winners Book

SPONSORSHIP LEVELS

SILVER SPONSOR: \$6,000 (50% CASH)

Recognition highlights for Silver Sponsors include:

- > Logo recognition in all ACE Awards marketing collateral
- > Category sponsorship (category to be determined)
- > Verbal recognition at the ACE Awards
- > Logo display on signage and sponsor reel at the event
- > **Two complimentary tickets to the ACE Awards**
- > Sponsorship mentions on ACE social media channels
 - > Twitter: three mentions
 - > Facebook: two mentions
- > Minimum of one mention in ACE membership email
- > Logo recognition in all ACE Awards advertorials
- > Quarter-page ad in the ACE Awards Winners Book

SPONSORSHIP LEVELS

BRONZE SPONSOR: \$2,500 (ALL CASH)

Recognition highlights for Bronze Sponsors include:

- > Logo recognition in all ACE Awards marketing collateral
- > Category sponsorship (category to be determined)
- > Verbal recognition at the ACE Awards
- > Logo display on signage and sponsor reel at the event
- > **Two complimentary tickets to the ACE Awards**
- > Sponsorship mentions on ACE social media channels
 - > Twitter: two mentions
 - > Facebook: one mention
- > Minimum of one mention in ACE membership email
- > Company name listed in all ACE Awards advertorials
- > Company name listed in the ACE Awards Winners Book

SPONSORSHIP LEVELS

BRONZE SPONSOR: \$2,500 (50% CASH)

Recognition highlights for Bronze Sponsors include:

- > Logo recognition in all ACE Awards marketing collateral
- > Category sponsorship (category to be determined)
- > Verbal recognition at the ACE Awards
- > Logo display on signage and sponsor reel at the event
- > Sponsorship mentions on ACE social media channels
 - > **Twitter: two mentions**
 - > **Facebook: one mention**
- > Minimum of one mention in ACE membership email
- > Company name listed in all ACE Awards advertorials
- > Company name listed in the ACE Awards Winners Book

SPONSORSHIP LEVELS

SPECIALTY SPONSOR

- > Specialty and customized sponsorships are available (e.g., wine sponsor, dessert sponsor, After Party sponsor, etc.)

SPECIALTY SPONSOR (\$2,000)

Recognition highlights for Specialty Sponsor (\$2,000) include:

- > Logo display on signage and sponsor reel at the event
- > Verbal recognition at the ACE Awards
- > Sponsorship mentions on ACE social media channels
 - > Twitter: two mentions
 - > Facebook: one mention
- > Minimum of one mention in ACE membership email
- > Company name listed in the ACE Awards Winners Book

SPECIALTY SPONSOR (\$1,500)

Recognition highlights for Specialty Sponsor (\$1,500) include:

- > Logo display on signage and sponsor reel at the event
- > Verbal recognition at the ACE Awardst
- > Sponsorship mentions on ACE social media channels
 - > Twitter: one mention
 - > Facebook: one mention
- > Company name listed in the ACE Awards Winners Book

SPONSORSHIP LEVELS

SPECIALTY SPONSOR (\$1,000)

Recognition highlights for Specialty Sponsor (\$1,000) include:

- > Logo display on signage and sponsor reel at the event
- > Sponsorship mentions on ACE social media channels
 - > Twitter: one mentions
 - > Facebook: one mention
- > Company name listed in the ACE Awards Winners Book

SPECIALTY SPONSOR (\$500)

Recognition highlights for Specialty Sponsor (\$500) include:

- > Logo display on signage and sponsor reel at the event
- > Sponsorship mention on ACE social media channels
 - > Twitter: one mention
- > Company name listed in the ACE Awards Winners Book

LETTER OF COMMITMENT

Date: _____

Sponsor: _____

Re: Sponsorship Commitment for the 39th Annual ACE Awards

On behalf of _____, please accept this letter as confirmation that we will commit as a _____ Sponsor of the 39th Annual ACE Awards for the amount of _____.

I understand that what has been presented in the sponsor package represents the exposure our organization will receive for our sponsorship commitment and that small changes may occur as to how our organization is recognized for our contribution based upon the design and production of the awards show, events and winners' book.

I warrant that I have the authority to bind the organization I represent and that the amount committed above will be paid to the Advertising Club of Edmonton in good faith.

Per: _____

Date: _____

Important details: _____

Twitter handle: _____

Please forward your letter of commitment, payment and high-resolution logo file to:

Vanessa Tracy-Roth

c/o Calder Bateman Communications
10241 109 Street, Edmonton, AB T5J 1N2
sponsorship@adclubedm.com

You will be contacted by a representative of the ACE Awards to collect artwork files required for your recognition at the awards show. The ACE Awards Co-Chairs will manage VIP tickets relating to your sponsorship. You will be contacted in February 2018 to reserve your company's tickets.

Please forward the names of those attending to awards@adclubedm.com. Additional tickets are available for your guests through the ACE website at adclubedm.com.