



Sponsor Recognition

	Title Sponsorship \$350,000	Emerald Leaders \$100,000 (over 3 yrs)	Sustaining Patrons \$15,000	Contributing Sponsors \$5,000	Supporting Sponsors \$2,500
Recognition at all events, on the AEF homepage (over 23,500 visits during the 2007 Awards cycle) and in publications	As title of Awards	In relation to one select Award			
Entitlement to use the AEF logo:	Yes	Yes			
Awards program:					
Title on front cover and throughout publication	Yes				
Advertising	Full page – inside front cover	Full page	½ page		
Listing on sponsor recognition page	Logo (Size A)	Logo (Size B)	Logo (Size c)	Listing	Listing
Editorial remarks/org. bio	Full page	½ page			
Awards video	Title throughout	Individual screen for each Emerald Leader	Logo with other Patrons		
Hosting of VIP reception	Yes	Yes			
Complimentary tickets to:					
Sponsor reception (April)	16	8	6	2	2
Awards ceremony (May/June)	36	24	8	4	2
Recognition at Sponsor Reception and Awards Ceremony	Title	Individual Logo	Logo with other Patrons	Listing	Listing



Sponsor Recognition (cont'd)

Annual Report					
Listing on sponsor recognition page	Logo (Size A)	Logo (Size B)	Logo (Size c)	Listing	Listing
Media					
Nominations Advertising (under negotiation with media sponsors: Edmonton and Calgary – minimum value \$10,000)	Title				
Event Advertising (under negotiation with media sponsors: Edmonton and Calgary – minimum value \$10,000)	Title	Logo			
Thank you ad (under negotiation with media sponsors: Edmonton and Calgary – minimum value \$5,000)	Title	Logo	Listing		
Listing on Awards media release and media information package distributed across Alberta	Title	Logo			
Nominations Marketing (AEF’s extensive database and linkages to other environmental NGOs and government departments – reach over 7,000 individuals and organizations)	Title	Limited			
Invitation to select AEF events	Yes	Yes	Yes	Yes	
Hot link to sponsor website from AEF website	Yes	Yes	Yes	Yes	Yes

This chart is a guideline only. For more information, please call Christy Urban, Executive Director, 780.413.9629 or info@emerald.foundation.ca.