



# 2024 ANNUAL SPONSORSHIP OPPORTUNITIES



# ABOUT

Healthy honey bees are essential for beekeeping and for a sustainable society. The Alberta Beekeepers Commission supports over 165 dedicated commercial beekeepers, who care for over 290,000 honey bee colonies, producing on average over 35 million pounds of pure honey per year, making Alberta the largest producer of honey in Canada.

Alberta honey bees also provide essential pollination services for canola seed production. Canola growers buy \$1 billion worth of seed per year to grow this signature crop, whose total economic impact surpasses \$25 billion per year.

By partnering with the Alberta Beekeepers Commission on an annual sponsorship, your organisation can not only take advantage of a cost-effective way to gain valuable brand exposure, but you are also contributing to the health and sustainability of the Alberta beekeeping industry.

## CONTACT:

Jules Ham

[jules.ham@albertabeekeepers.ca](mailto:jules.ham@albertabeekeepers.ca)

780.489.6949



# ANNUAL PLATINUM SPONSOR - \$5000

## BENEFITS

### BRAND RECOGNITION

Visual brand recognition highlighting your support of the Alberta beekeeping industry through the inclusion of your logo on digital and print assets including:

- **ABC website** ([www.albertabeekeepers.ca](http://www.albertabeekeepers.ca)), with click through to a designated URL of your choice.
- All producer **e-news communications** sent directly to our membership of over 165 producers.
- Logo included on **annual sponsorship slide** used in ABC presentations.
- Logo included on **printed posters** and displayed at our annual conference and trade show event held in Edmonton every year.
- Logo included in **Alberta Bee News Magazine** (12 editions per year).

### EVENTS

- TWO complimentary delegate passes to our Annual ABC Conference & Trade Show event held in Edmonton in November.  
[www.albertabeekeepers.ca/newevents/2024-abc-agm-conference-trade-show/](http://www.albertabeekeepers.ca/newevents/2024-abc-agm-conference-trade-show/)
- Opportunity to include company promotional material/items in conference delegate bags.
- Opportunity to display a promotional banner at the conference.

### ADVERTISING & SOCIAL MEDIA

- Complimentary quarter page ad in Alberta Bee News Magazine (12 editions per year)
- Recognition of your continued support of our industry through 4 social media (FB) posts per year.

### ADDITIONAL

- Two complimentary '*Honey Bees – Pollination Tour*' T-shirts
- Complimentary subscription to Alberta Bee News Magazine (12 editions per year, print & digital)



# ANNUAL GOLD SPONSOR - \$2500

## BENEFITS

### BRAND RECOGNITION

Visual brand recognition highlighting your support of the Alberta beekeeping industry through the inclusion of your logo on digital and print assets including:

- **ABC website** ([www.albertabeekeepers.ca](http://www.albertabeekeepers.ca)), with click through to a designated URL of your choice.
- All **producer e-news communications** sent directly to our membership of over 165 producers.
- Logo included on **annual sponsorship slide** used in ABC presentations.



### EVENTS

- ONE complimentary delegate passes to our Annual ABC Conference & Trade Show event held in Edmonton in November.  
[www.albertabeekeepers.ca/newevents/2024-abc-agm-conference-trade-show/](http://www.albertabeekeepers.ca/newevents/2024-abc-agm-conference-trade-show/)
- Opportunity to include company promotional material/items in conference delegate bags.

### ADVERTISING & SOCIAL MEDIA

- Logo included in Alberta Bee News Magazine (12 editions per year)
- Recognition of your continued support of our industry through 4 social media (FB) posts per year.

### ADDITIONAL

- One complimentary '*Honey Bees – Pollination Tour*' T-shirt
- Complimentary subscription to Alberta Bee News Magazine (12 editions per year, print & digital)





# ANNUAL INDUSTRY SUPPORTER - \$500

## BENEFITS

### BRAND RECOGNITION

Visual brand recognition highlighting your support of the Alberta beekeeping industry through the inclusion of your logo on digital and print assets including:

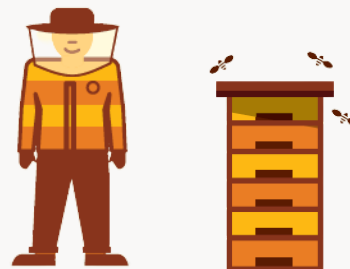
- **ABC website**  
([www.albertabeekeepers.ca](http://www.albertabeekeepers.ca)), with click through to a designated URL of your choice.
- All **producer e-news communications** sent directly to our membership of over 165 producers.
- Logo included on **annual sponsorship slide** used in ABC presentations.
- Logo included in Alberta Bee News Magazine (12 editions per year)

### EVENTS

- Opportunity to include company promotional material/items in annual ABC conference and trade show delegate bags.

### ADDITIONAL

- Complimentary subscription to Alberta Bee News Magazine (12 editions per year, print & digital)



## ENGAGEMENT METRICS

At [albertabeekeepers.ca](http://albertabeekeepers.ca), and through e-newsletters and social media, beekeepers and honey producers from across Alberta and Canada are engaging with the ABC and our industry supporters in new and ever increasing ways.

### ALBERTA BEE NEWS MAGAZINE

12 editions per year  
Over **60%** of readership are commercial beekeepers  
Print edition readership **300+**  
Digital readership **350+**

### SOCIAL MEDIA

Over **1.8k** Monthly Active Users  
[www.albertabeekeepers.ca](http://www.albertabeekeepers.ca)  
Over **1.2k** *Insta* followers  
@albertabeekeeperscommission  
Over **1.7k** *FB* followers  
@albertabeekeepers  
Over 300+ Twitter followers

### ANNUAL CONFERENCE

Over 240 commercial beekeepers & industry representatives participate in the ABC conference each year, representing one of the largest beekeeping conferences in Western Canada.