



# 2023 ANNUAL SPONSORSHIP OPPORTUNITIES

# ABOUT

Healthy honey bees are essential for beekeeping and for a sustainable society. The Alberta Beekeepers Commission supports over 160 dedicated commercial beekeepers, who care for over 315,000 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.



# 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 160 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 in December.
- Logo included in **Alberta Bee News Magazine** (12 editions per year).

### EVENTS

- Complimentary trade booth at our 2023 Annual ABC Conference and Trade Show event held in Edmonton in December (includes one full event pass for booth representative) [www.albertabeekeepers.ca/about/2023-annual-conference-trade-show/](http://www.albertabeekeepers.ca/about/2023-annual-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 160 producers.
- Logo included on annual sponsorship slide used in ABC presentations.



### EVENTS

- Complimentary delegate pass for one person to join us at our signature ABC Conference and Trade Show event held in Edmonton in December [www.albertabeekeepers.ca/about/2023-annual-conference-trade-show/](http://www.albertabeekeepers.ca/about/2023-annual-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 160 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

### E-Newsletters

10 producer direct e-communications to our members a year  
Over 60% of readership are commercial beekeepers  
Over 55% higher open rate compared to average industry standard.