



# ANNUAL SPONSORSHIP OPPORTUNITIES

# ABOUT

A healthy honey bee industry is vital for sustaining global food security through pollination, ensuring stable honey production, and providing valuable hive products that support agriculture and various industries. The **Alberta Beekeepers Commission** supports over **169** dedicated commercial beekeepers, who care for over **315,000** honey bee colonies, producing over **33 million** pounds of pure honey in 2024, making Alberta the **largest producer** of honey in Canada.

Alberta honey bees provide essential pollination services for hybrid canola seed production. Alberta bees contribute more than **\$4 billion** in additional harvest value to the hybrid canola seed industry. The \$4B is amplified to **\$44 billion** through the Canola value chain.

## Our Vision

A vibrant, healthy, and growing Alberta beekeeping and honey industry.

## Our Mission

Creating an environment where bees and their keepers thrive.

At the ABC, we focus on three **strategic priorities** that are critical to the sustainability and growth of the beekeeping industry:



### Bee and Hive Health:

Ensuring the well-being of honey bees through research, innovation, and best management practices.



### Market Position & Profile:

Elevating the profile of Alberta and Canada's honey industry, both domestically and internationally, and promoting the value of our products.



### Market Uncertainty:

Addressing challenges in the supply chain and working to minimize the impact of external market fluctuations on the industry.



Through the **Alberta Tech Transfer Program (TTP)**, ABC provides beekeepers with essential research, education, and colony health monitoring services. The program focuses on reducing overwintering losses, developing integrated pest management strategies, and advancing honey bee stock improvement initiatives to ensure the long-term success of Alberta's beekeepers.

Each year, ABC hosts over 200 guests at the **AGM, Conference, & Trade Show**. It is recognized as one of the top beekeeping industry events in Canada. This premier event provides beekeepers with an invaluable opportunity to engage with leading experts, explore the latest advancements in honey bee health research, learn about best management practices, stay informed on industry regulations, and gain insights into honey market trends. It also serves as a hub for connecting with peers, suppliers, and industry leaders, fostering collaboration and innovation within the beekeeping community.

By partnering with the Alberta Beekeepers Commission on an annual sponsorship, your organization 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:

[office@albertabeekeepers.ca](mailto:office@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 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

- TWO complimentary delegate passes to our Annual ABC Conference & Trade Show event held in Edmonton in November, including reserved seating at our President's Banquet.
- 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), 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

- ONE complimentary delegate passes to our Annual ABC Conference & Trade Show event held in Edmonton in November, including reserved seating at our President's Banquet.
- 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 1.4k Insta followers  
[@albertabeekeeperscommission](https://www.instagram.com/albertabeekeeperscommission)  
Over 2.1k FB followers  
[@albertabeekeepers](https://www.facebook.com/albertabeekeepers)

### 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.