



# Alberta Beekeepers Commission

## Annual Sponsorship Opportunities

# ABOUT

The Alberta Beekeepers Commission (ABC) represents a vital sector of Canadian agriculture, one that supports food production, strengthens the economy, and contributes to environmental sustainability.

Across Alberta, more than 150 commercial beekeepers manage over 315,000 honey bee colonies, producing an average of more than 34 million pounds of pure honey each year. Their dedication has made Alberta the largest honey-producing region in Canada.

But the true impact of our industry reaches far beyond pure honey production. Alberta's honey bees provide critical pollination services, particularly for hybrid canola seed production, contributing more than \$4 billion in additional harvest value annually. This value grows to an estimated \$44 billion across the entire canola value chain, demonstrating the far-reaching influence of a healthy and sustainable beekeeping sector.

Behind these numbers is a progressive, adaptive industry that continues to innovate in response to evolving challenges and opportunities in a rapidly changing agricultural landscape.

As we advance our strategic priorities, partnerships play a critical role in driving meaningful progress. By supporting the Alberta Beekeepers Commission, sponsors contribute directly to the sustainability, innovation, and long-term success of an industry that delivers measurable value across agriculture, the economy, and the environment.

*We invite you to partner with us in shaping the future of Alberta beekeeping.*



# The Value of Partnership

By partnering with the Alberta Beekeepers Commission (ABC) through an annual sponsorship, your organization gains a meaningful opportunity to elevate its brand while aligning with a sector that is essential to food production, environmental sustainability, and economic growth. Sponsorship offers a cost-effective way to increase visibility among key agricultural stakeholders while demonstrating a strong commitment to corporate social responsibility.

Beyond brand exposure, your support directly contributes to the long-term health and sustainability of Alberta's beekeeping industry by advancing ABC's Tech Transfer Program. This program delivers colony health monitoring, applied research, beekeeper education, and personalized consultation, providing practical, science-based support that strengthens colony health and supports beekeepers across the province.

In addition, ABC sponsorship provides year-round visibility through a comprehensive mix of digital, print, and in-person opportunities. Your organization benefits from prominent logo placement across the ABC website, producer e-news communications, and Alberta Bee News Magazine, along with recognition through dedicated social media posts. Sponsors also gain direct engagement opportunities at our Annual Conference & Trade Show, one of Canada's leading beekeeping events.



# Platinum Sponsorship \$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
- All producer e-news communications sent directly to our membership
- Logo included on annual sponsorship slide used in ABC presentations
- Logo included in Alberta Bee News Magazine

### EVENTS

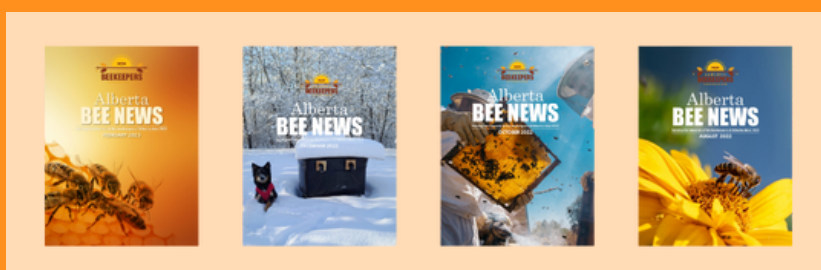
- TWO complimentary delegate passes to our Annual ABC Conference & Trade Show event held in Edmonton in November
- Opportunity to include company promotional material/items in conference delegate bags.
- Opportunity to display a promotional banner at the conference.

### 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



# Gold Sponsorship \$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
- All producer e-news communications sent directly to our membership
- Logo included on annual sponsorship slide used in ABC presentations

### ADDITIONAL

- Complimentary subscription to Alberta Bee News Magazine

### EVENTS

- ONE complimentary delegate passes to our Annual ABC Conference & Trade Show event held in Edmonton in November
- Opportunity to include company promotional material/items in conference delegate bags.

### ADVERTISING & SOCIAL MEDIA

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

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# Industry Supporter \$500

## BENEFITS

### BRAND RECOGNITION

**Visual brand recognition** highlighting your support of the Alberta beekeeping and honey 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
- All producer e-news communications sent directly to our membership
- Logo included on annual sponsorship slide used in ABC presentations

### EVENTS

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

### ADVERTISING

- Logo included in Alberta Bee News Magazine (12 editions per year)

### ADDITIONAL

- Complimentary subscription to Alberta Bee News Magazine

# Engagement Metrics

The Alberta Beekeepers Commission (ABC) connects sponsors with a highly engaged and specialized audience of beekeepers, honey producers, and industry stakeholders across Alberta and Canada. Our flagship publication, **Alberta Bee News Magazine**, is published **12 times per year** and reaches **over 350 subscribers** (print and digital), with **more than 60%** of the audience made up of commercial beekeepers.

In addition, our weekly e-newsletters provide timely, direct communication to producers and achieve **open rates more than 2.4 times higher** than the industry average.

Our digital presence continues to grow, with **over 2,400 monthly active users on albertabeekeepers.ca**, alongside a strong social media community of **more than 1,500 Instagram followers** and **2,200 Facebook followers**.

Together, these channels offer sponsors consistent, high-impact opportunities to connect with a trusted and influential audience.

## Contact Us:

We welcome the opportunity to discuss how your organization can partner with the Alberta Beekeepers Commission and make a meaningful impact in our industry.

To learn more about sponsorship opportunities or to customize a partnership that aligns with your goals, please contact:

**Tom Northcott**

[tom.northcott@albertabeekeepers.ca](mailto:tom.northcott@albertabeekeepers.ca)

780.489.6949.

## Stay Connected



[albertabeekeepers.ca](http://albertabeekeepers.ca)



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