



Awards Gala Sponsorship Opportunities

May 27, 2023

Dear Prospective Sponsor,

We are excited to invite you to sponsor our upcoming Awards Gala event. This event is a celebration of excellence in our industry and is attended by the top professionals in our field. It is a great opportunity for you to showcase your brand and support the success of our industry.

As a sponsor of this event, you can receive the following benefits based on your level of sponsorship:

- **Brand exposure:** sponsors can have their logo displayed in promotional materials, as well as at the event.
- **Recognition at the event:** sponsors can have their company acknowledged during the event, giving you visibility in front of an audience of top professionals in our field.
- **Complimentary tickets:** sponsors can receive complimentary tickets to the event, giving you and your team the chance to attend and celebrate with the winners.
- **Networking opportunities:** sponsors who choose to attend in person can have the opportunity to network with attendees during the event and connect with other industry leaders.
- **Customizable benefits:** we are happy to work with you to create a customized sponsorship package that meets your specific needs and goals.

The event will take place on May 27, 2023, and will include a social/networking event during thoroughbred horse racing, award presentations, and a dinner. This is a prestigious event that brings together the top professionals in our industry, and we hope you will consider sponsoring it.

Thank you for your consideration, and we look forward to the opportunity to work with you.

Sincerely,

Michael Melenberg
Institute of Certified Management Consultants of Alberta

PLATINUM (1 available)

- Your business name will be on ALL the promotional materials, including “CMC-Alberta Awards Gala presented by [your business name]”, as well as three posts on LinkedIn.
- First selection on which of the five awards that your business name is associated to, with option to have a representative hand-out the award on stage.
- Business logo will be displayed on our website, with a link to your site, and at the event, including the stage backdrop.
- Event MC will acknowledge and thank your company as the Platinum sponsor.
- Ability to promote your business in the attendee package by supplying items with your logo (e.g., pens, notebooks, etc.).
- Opportunity to use your business name to title one of the horse races for additional exposure over and above our event.
- Opportunity to speak as part of the formal event (up to 2 mins).
- Up to eight free tickets to the event. Access to discount for additional tickets (~20%).

Cost \$5,000.00

GOLD (2 available)

- Your business name will be on ALL the promotional materials, including two posts on LinkedIn.
- Second/Third selection on which of the five awards that your business name is associated to, with option to have a representative hand-out the award on stage.
- Business logo will be displayed on our website, with a link to your site, and at the event.
- Event MC will recognize your company specifically as a Gold sponsor.
- Ability to promote your business in the attendee package by supplying items with your logo (e.g., pens, notebooks, etc.).
- Up to six free tickets to the event. Access to discount for additional tickets (~20%).

Cost \$3,000.00

SILVER (2 available)

- Your business name will be on ALL the promotional materials, including one post on LinkedIn.
- Your business name associated to one of the awards, with option to have a representative hand-out the award on stage.
- Business logo will be displayed on our website, and at the event.
- Ability to promote your business in the attendee package by supplying items with your logo (e.g., pens, notebooks, etc.).
- Up to four free tickets to the event. Access to discount for up to four additional tickets (~20%).

Cost \$1,500.0

BRONZE

- Business logo will be displayed on our website, and at the event.
- Ability to promote your business in the attendee package (you supply 1 item per attendee).
- Access to discount for up to two event tickets purchased (~20%).

Cost \$500.00

EVENT PARTNER

Choose one or more of the following:

- Purchase a table (of 8) – business logo will be displayed at the event. Note: if you don't have enough guests for an entire table, we do look for seats to be donated back to the event to cover volunteers/students.
- Door prizes: Donate an item (minimum value of \$50) – business recognized as prize donor.
- Supply 1 item per attendee as part of the attendee package – promotion of your business via the items provided.

Note: the cost of being an event partner is the cost of the items you select from above, i.e., purchasing a table, providing the door prize, and/or providing the items for the attendee package.

For more details about the event and other day's activities, please visit [our event webpage](#).

2023 AWARDS GALA SPONSORSHIP APPLICATION FORM & AGREEMENT

The Institute of Certified Management Consultants of Alberta is hosting its annual awards gala, which will bring together representatives from the management consulting profession, industry professionals, business leaders, and clients, to celebrate the accomplishments of Alberta CMCs over the past two years. The awards gala is planned from May 27, 2023, and will be held in-person at the Century Mile Racetrack and Casino, from 5-8pm MT (with additional planned events happening prior to).

SPONSOR DETAILS

This Sponsorship Agreement (the "Agreement"), represents an agreement between The Sponsoring Party (the "Sponsor") and CMC-Alberta (the "Organizer") for the awards gala, and confirms the participation as a sponsor for the event.

Name of Business: _____ Date: _____

Contact Name: _____ Phone #: _____

E-Mail: _____

Please use the table below to indicate how you would like to get involved. If you are looking for any customization, please reach out to Michael Melenberg by e-mail or phone (details on next page).

SPONSORSHIP LEVEL

Level	Cost	Selection (add 'X')	Comments
Platinum	\$5,000		
Gold	\$3,000		
Silver	\$1,500		
Bronze	\$500		
Event Partner	-		
Other			

Note: sponsorship fees charged will be as noted above in the table, plus GST.

All Payments are due before May 1, 2023. Please make cheques payable to: Institute of Certified Management Consultants

SIGNATURES

I, the Sponsor, agree to pay the sponsorship fees as indicated in the table above to purchase the services/benefits noted for the indicated Sponsor Package from the Organizer, for the 2023 awards gala, to be held on May 27, 2023.

Name

Date

Title

Company

NEXT STEPS

We are thrilled to have you onboard as our sponsor for the 2023 awards gala. To get us started on the services/benefits you purchased within your agreement, we kindly request that you provide us with the following materials:

1. Main contact name, billing address and email.
2. Company name as you would like to be recognized, along with company slogan if you want it included.
3. Company logo .jpeg or .png.
4. Company website address.
5. Company description (size).
6. Company address and phone.
7. Contact name(s) and email(s) of the individual(s) who will be attending the conference (as part of the number of attendee tickets within your Sponsorship Package).

We thank you for your support with our awards gala and with providing us the above materials. Please provide any questions you may have mmelenberg@3rdspaceconsulting.com.

Kind Regards

Michael Melenberg

780-932-4340

APPENDIX A: SPONSORSHIP PACKAGE OVERVIEW

	Platinum (1)	Gold (2)	Silver (2)	Bronze (5)
Ability to promote business with donated items in attendee package	✓	✓	✓	✓
Logo on our event page and at event	✓	✓	✓	✓
Inclusion in all promotional materials, including LinkedIn post(s)	✓	✓	✓	X
Association to an award with option to help hand-out the award	✓	✓	✓	X
Event MC specifically acknowledge your business as sponsor	✓	✓	X	X
Linked logo on our event page	✓	✓	X	X
Choice in which award to be associated with / present	✓	✓	X	X
Opportunity to speak at the event	✓	X	X	X
Business name as part of horse race	✓	X	X	X
Business logo on stage backdrop	✓	X	X	X
Business name associated with event (“presented by...”	✓	X	X	X
Free Event Tickets	8 + 20% discount	6 + 20% discount	4 + 20% discount	0 + 20% discount
	\$5,000	\$3,000	\$1,500	\$500