

EMBER AWARDS SPONSORSHIP PACKAGE

Digital Alberta 2019

WHY SPONSOR DIGITAL ALBERTA?

We're thrilled to be hosting the 2019 Ember Awards this year in the heart of downtown Calgary at the magnificent Hotel Arts.

Our event team is working hard to make the show our most memorable yet – between the digital art installations and the after party it's sure to be one of the most sought after industry events of the year. We hope that you'll join us in supporting this important celebration.

By shining a spotlight on digital creativity and innovation in Alberta, we:

- Encourage our top talent to study and work in Alberta
- Attract the attention and support of government
- Promote collaboration, business building and economic diversification

As a sponsor, you'll reach business leaders, developers, designers, artists, agencies, startups, freelancers, students and teachers who work in a variety of industries across Alberta.

Join us in putting Alberta's digital sector on the global map.

Join us in putting Alberta on the global map of digital leaders.



Kate Leadbeater
President

IMPACT

2018 Awards Show Impact

SOLD OUT

1 month prior to show

160+

Submissions

680,000

Social media impressions

7,000

Livestream impressions

REACH

18,000

Visits to our site monthly

3,000+

Members in our curated email database.

6,000+

Digital Alberta has a niche following of industry professionals and companies across Facebook, Twitter, Instagram and LinkedIn.





SHOWCASE YOUR BRAND IN SPONSORED CONTENT

Recruitment
New product launch
Special community offer
Event promotion

We will work with you to create compelling sponsored content that will tell the story you need out in the world. We'll distribute it through our social and online channels to get it in front of thousands of key Alberta decision makers.

Ask us how your business can benefit from sponsored content opportunities 12 months a year.

Paul Bellows

Sponsorship Director
paul@yellowpencil.com

THE 2019 EMBER AWARDS

The Digital Alberta Awards celebrate digital excellence from individuals and organizations across Alberta. Our awards categories feature the best work in the province in:

- Websites
- Digital Marketing
- Education & E-Learning
- Art & Content
- Technology & Innovation
- Gaming
- Up & Coming Talent
- Community Involvement



This year the awards show will be held in Calgary, Alberta at Hotel Arts on November 8, 2019.

PLATINUM

Industry Partner Sponsor

Cost: \$20,000
Available: 1

What you'll receive at the #Embers2019

- Present the 'Best of DA' Category, plus one more category (first-come)
- A one minute video that will be played before the 'Best of DA' award at the show
- Full page ad in the awards program
- Your logo on promotional materials as the "presenting sponsor"
- Logo displayed on a logo reel at the show
- 6 tickets to the show & 2 VIP Cocktail tickets
- Social Media shoutouts leading to the event
- Customise your event sponsorship

What you'll receive year round

- One-year Enterprise Membership to Digital Alberta
- Permanent logo and backlink placement on DigitalAlberta.com
- 1 Partner Feature on the blog
- Social media shout-outs throughout the year
- 5 Sponsored Job Postings on the Digital Alberta Job Board



GOLD Sponsor

Cost: \$6,500
Available: 2

What you'll receive at the awards show

- Present one awards category (first-come)
- Full page ad in the awards program
- Logo displayed on a logo reel at the show
- 4 tickets to the show & 2 VIP Cocktail tickets
- Social Media shoutouts leading to the event

What you'll receive year round

- One-year Enterprise Membership to Digital Alberta
- Permanent logo and backlink placement on DigitalAlberta.com
- 1 Partner Feature on the blog
- Social media shout-outs throughout the year
- 3 Sponsored Job Postings on the Digital Alberta Job Board



SILVER

Sponsor

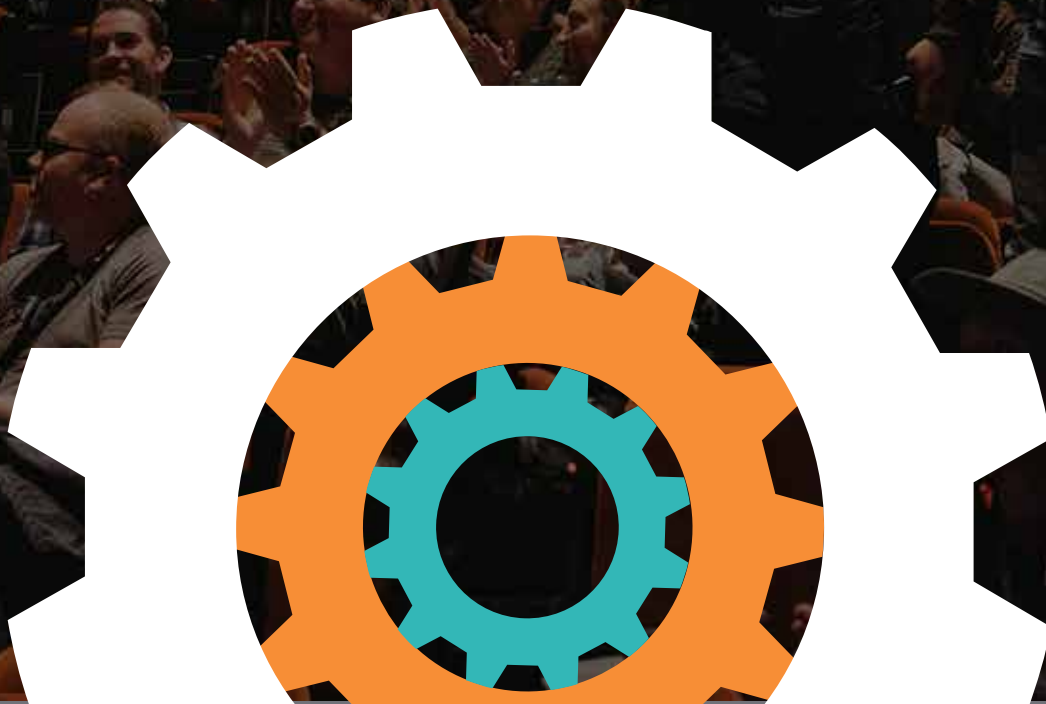
Cost: \$4,000
Available: 5

What you'll receive at the awards show

- Present one awards category (first-come)
- Half page ad in the awards program
- Logo displayed on a logo reel at the show
- 2 tickets to the show & 2 VIP Cocktail tickets

What you'll receive year round

- One-year Enterprise Membership to Digital Alberta
- Permanent logo and backlink placement on DigitalAlberta.com
- 1 Partner Feature on the blog
- Social media shout-outs throughout the year
- 1 Sponsored Job Postings on the Digital Alberta Job Board



EMBERS VIP COCKTAIL SPONSOR

\$4,000

- Present the #Embers2019 VIP cocktail for key industry and public sector partners prior to the show
- Includes signage, 2 tickets and brief opening toast

#EMBERS2019 CATEGORY SPONSOR

\$2,500

- Present one awards category (first-come)
- Half page ad in the awards program
- Logo displayed on a logo reel at the show
- 2 tickets to the show

EMBER SUPPORTER

\$1,000

- Half page ad in the awards program
- 2 tickets to the show

RECRUITMENT CAMPAIGN

\$3,500

- 3 featured job postings – including paid social media promotion (\$250 per posting)
- Newsletter feature x 2
- Home page tile
- Sponsored blog post

OUT OF TOWN STUDENT SPONSORSHIP

\$1,500

- Presentation of a student awards category
- 2 tickets to the show
- Your sponsorship directly will fund the travel and accommodations of a student that lives outside of Edmonton and area to participate in the awards show.

Other Sponsorship Opportunities

Have an idea for a custom sponsorship package? We're looking for sponsors to help offset costs in key areas. If you think you have something to offer, please reach out!

Key Opportunities:

- Printing & signage
- WordPress development
- SEO & SEM
- Photography
- Videography
- Public relations

Let's find a package that works for you!

Paul Bellows

Sponsorship Director

paul@yellowpencil.com

