



Communities in Bloom Alberta

Sponsorship Opportunities





Growing Great Places Together!

WHAT IS COMMUNITIES IN BLOOM?

Communities in Bloom Alberta is a non-profit, province-wide program that engages people of all ages and walks of life in making their communities more attractive and environmentally responsible places to live, work and play. The program is an enormous source of pride for participating municipalities. Equally important, it galvanizes and unites volunteers, who work together to achieve the common objective of growing their communities.

Communities in Bloom Alberta is affiliated with the national and international Communities in Bloom organizations, a distinguished and established brand. In fact, it is one of the most recognizable and well-respected signature municipal programs in Canada.

Municipalities also recognize the direct and positive impact Communities in Bloom has created with respect to economic development, tourism, healthy and inviting spaces and over-all community health.

Local organizing committees of engaged volunteers provide stewardship in their respective communities, enticing fellow citizens into action. Trained volunteer evaluation teams evaluate the efforts and achievements of communities in the following six criteria: Community Appearance, Environmental Action, Heritage Conservation, Tree Management, Landscape and Plant & Floral Displays. In short, Communities in Bloom Alberta is a remarkably cost-effective vehicle for creating inviting, closely knit communities.

A SOUND INVESTMENT

Communities in Bloom Alberta presents unique and valuable sponsorship opportunities for companies in: horticultural supply; gardening and landscaping; plant and seed production; nursery and greenhouse operations; tourism and hospitality; and other community involvement, environmental and municipal services. Communities in Bloom Alberta holds the potential to introduce your corporate services to key local municipal and community decision-makers. Sponsoring organizations will be directly associated with a positive, well established and renowned program that promotes and supports environmental awareness, beautification, community involvement and civic pride.

SPONSORSHIP BENEFITS

Communities in Bloom Alberta pledges to work in partnership with sponsors to ensure their investment in Communities in Bloom Alberta is tailored to meet their specific corporate objectives. The following sponsorship categories offer a wide variety of opportunities for involvement.



PLATINUM SPONSOR

\$20,000+ ANNUALLY

Exclusivity. Your organization will be the only one within your industry to become a sponsor at this top level in a given year.

- ✓ Official recognition as a Platinum Sponsor at the Annual Provincial Celebration and Conference.
- ✓ Cause-related marketing opportunities for your organization including the right to use Communities in Bloom Alberta logo and trademark at your place(s) of business.
- ✓ Sponsorship and presentation of the award of your choice at the Annual Provincial Celebration and Conference.
- ✓ Opportunity to showcase your products or services in the hall of the Annual Provincial Celebration and Conference.
- ✓ Speaking opportunity for your organization representative or acknowledgement of your organization by the M.C. at the Annual Provincial Celebration and Conference.
- ✓ Prominent placement of your organization's name and logo in all printed materials associated with the Communities in Bloom Alberta program.
- ✓ Framed certificate of sponsorship recognition, suitable for display.
- ✓ Your organization's name and logo in the Communities in Bloom Alberta semi-annual newsletter or a print-ready advertisement designed by your marketing team.
- ✓ Acknowledgement of years of continued support.
- ✓ Prominent placement of corporate logo on Communities in Bloom Alberta website

GOLD SPONSOR

\$10,000 ANNUALLY

- ✓ Cause-related marketing opportunities for your organization including the right to use Communities in Bloom Alberta logo and trademark at your place(s) of business.
- ✓ Sponsorship and presentation of one award of your choice at the Annual Provincial Celebration and Conference.
- ✓ Opportunity to showcase your products or services in the hall of the Annual Provincial Celebration and Conference.
- ✓ Acknowledgement at the Annual Provincial Celebration and Conference.
- ✓ Speaking opportunity at the Annual Provincial Celebration and Conference.
- ✓ Placement of your organization's name and logo in our Communities in Bloom Alberta booth at trade shows throughout Alberta.
- ✓ Prominent placement of your organization's name and logo in all printed materials associated with the Communities in Bloom Alberta program.
- ✓ Framed certificate of sponsorship recognition, suitable for display.
- ✓ Your organization's name and logo in the Communities in Bloom Alberta semi-annual newsletter or a print-ready advertisement designed by your marketing team.
- ✓ Acknowledgement of years of continued support
- ✓ Prominent placement of corporate logo on Communities in Bloom Alberta website.



SILVER SPONSOR

\$5,000 ANNUALLY

- ✓ Opportunity to showcase your products or services in the hall of the Annual Provincial Celebration and Conference.
- ✓ Acknowledgement at the Annual Provincial Celebration and Conference.
- ✓ Prominent placement of your organization's name and logo in all printed materials associated with the Communities in Bloom Alberta program.
- ✓ Your organization's name and logo in the Communities in Bloom Alberta newsletters.
- ✓ Acknowledgement of years of continued support.
- ✓ Prominent placement of corporate logo on Communities in Bloom Alberta website.

BRONZE SPONSOR

\$2,500 ANNUALLY

- ✓ Certificate of sponsorship recognition, suitable for framing.
- ✓ Acknowledgement by the M.C. at the Annual Provincial Celebration and Conference.
- ✓ Your organization's name and logo in the Communities in Bloom Alberta newsletter.
- ✓ Acknowledgement of years of continued support.
- ✓ Your corporate logo on Communities in Bloom Alberta website.

COPPER SPONSOR

\$1,000 ANNUALLY

- ✓ Certificate of sponsorship recognition, suitable for framing.
- ✓ Recognition of your organization at the Annual Provincial Celebration and Conference.
- ✓ Your organization's logo on the Communities in Bloom Alberta website sponsor's page.
- ✓ Your organization's name and logo in the Communities in Bloom Alberta newsletters.
- ✓ Acknowledgement of years of continued support.

FRIEND OF COMMUNITIES IN BLOOM

UP TO \$999 ANNUALLY

- ✓ Recognition of your organization at the Annual Provincial Celebration and Conference.
- ✓ Your organization's logo on the Communities in Bloom Alberta website sponsor's page.
- ✓ Your organization's name and logo in the Communities in Bloom Alberta newsletters.
- ✓ Acknowledgement of years of continued support.