



CALGARY BUSINESS
HALL OF FAME

INSPIRING FUTURE LEADERS THROUGH EXCELLENCE

2010
Event Sponsorship





The 2010 Calgary Business Hall of Fame

Established by Junior Achievement of Southern Alberta (JASA) in 2004, the Calgary Business Hall of Fame is an annual event that honors the lifetime achievements of southern Alberta's most distinguished individuals. These leaders shape our province through their business success, entrepreneurial spirit and philanthropic contributions.

Nominated by their peers, Hall of Fame Laureates are chosen by an independent Selection Committee which is arranged by Korn-Ferry International. Laureates are then recognized at the Calgary Business Hall of Fame Induction Ceremony & Gala Dinner.

This year's Gala will occur on **October 19, 2010** and with returning Emcee - Mr. Peter Mansbridge.

Members of the Calgary Business Hall of Fame serve as inspiring role models for all Canadians and are featured in a permanent exhibit located in the Bankers Hall East Tower lobby. Additional information about the event including videos of all Laureates can be found on the event website:
www.calgarybusinesshalloffame.org

We invite you to consider the various partnership opportunities available for this prestigious event. Proceeds from the event will be directed towards the continuous funding, development and expansion of Junior Achievement throughout southern Alberta. We are proud of what we have accomplished and eager to make JASA's valuable programming available to even more students. The JA investment in Alberta's youth positions our province as an economically and socially vibrant market for future generations.

2010 Laureate Selection Committee

James Carl (JC) Anderson, P.Eng., Chairman, Anderson Energy Ltd.

David Bissett, LLB, CFA, President, Belmont Capital Management Ltd.

Patrick Daniel, B.Sc., M.Sc., President & CEO, Enbridge Inc.

Arlene Dickinson, CEO, Venture Communications Limited

Murray Edwards, B.Comm. LLB, President, Edco Financial Holdings Ltd.

Brian Felesky, C.M., Q.C., Counsel, Felesky Flynn LLP

Rick George, O.C., President & CEO, Suncor Energy Inc.

Frank King, O.C., B.Sc., P.Eng. President & CEO, Metropolitan Investment Corporation

James S. Palmer, A.O.E., C.M., Q.C., LL.D, Chairman, Burnet, Duckworth & Palmer, LLP

Clayton Riddell, O.C., B.Sc., Chairman of the Board & Chief, Paramount Resources Limited

J.R. Shaw, O.C., A.O.E., BA, LL.D, Executive Chair, Shaw Communications Inc.

Guy Turcotte, B.Sc., MBA, President & CEO, Stone Creek Resorts Inc.

Mac Van Wielingen, B.A., Co-Chairman & Director, ARC Financial Corp.





The 2010 Laureates

The 2010 Calgary Business Hall of Fame Inductees will be selected and announced by May 2010. Visit the event website to view a listing of past years Laureates: www.calgarybusinesshalloffame.org.

Each Laureate will be formally welcomed into the Calgary Business Hall of Fame by Mr. Peter Mansbridge at the Induction Ceremony & Gala Dinner on October 19, 2010. They will join an esteemed list of Laureates from previous years.

Past Laureates:

2004

James K. Gray
 O.C., A.O.E., LL.D.

J.R. (Bud) McCaig
 C.M., LL.D. 1929-2005

Daryl K. (Doc) Seaman
 O.C., A.O.E., B.Sc., LL.D. 1922-2009

2007

David Bissett
 LLB, CFA

Alfred Ernest (A.E.) Cross
 (Posthumous) 1861-1932

J.R. Shaw
 O.C., A.O.E., BA, LL.D.

2005

Richard F. Haskayne
 O.C., A.O.E., B.Comm., LL.D., F.C.A.

Harley Hotchkiss
 O.C., A.O.E., B.Sc., LL.D., P.Geol.

Frederick C. Mannix
 O.C., LL.D. (Posthumous) 1913-1995

2008

Edward Galvin
 P.Eng. (Posthumous) 1913-2005

James S. Palmer
 C.M., A.O.E., Q.C., LL.D.

Don Taylor
 P.Eng., B.Sc., M.Sc., LL.D.

2006

James Carl (J.C.) Anderson
 P.Eng.

George Maxwell (Max) Bell
 B.Comm. (Posthumous) 1912-1972

Clayton H. (Clay) Riddell
 O.C., B.Sc.

2009

Allan P. Markin
 O.C., B.Sc., P.Eng.

Senator Patrick Burns
 (Posthumous) 1856-1937

Edward (Ed) McNally
 O.C., LL.B., B.A., LL.D.

The 2009 Gala Event

2009 marked the 6th anniversary of the Calgary Business Hall of Fame Gala Dinner and Induction Ceremony. A gathering of 800 people from across southern Alberta joined Junior Achievement in paying tribute to 2009's inductees into the Calgary Business Hall of Fame.

The Hyatt Regency Calgary provided outstanding service to the sold out event. Attendees enjoyed a wonderful evening of recognition and celebration. The gala was generously supported by many corporate sponsors: Pattison Outdoor, Brookfield Properties, McLean & Partners Wealth Management, DOW Chemical Canada, TransCanada, Osler, Stikeman Elliot, Macquarie, Deloitte, HSBC, PricewaterhouseCoopers, Enbridge, Air Canada, Mawer Investment Management, Accenture, Blakes., Scotia Bank, Scotia Private Client Group, Precision Drilling Corporation, Korn/Ferry International, Pyramid Productions, Business in Calgary, Style Craft Printing, McArthur Fine Furniture, Hall's Auction Services, Kensington Florist, Irene Besse Keyboards, CBC and the Calgary Herald.





Junior Achievement of Southern Alberta (JASA)

Junior Achievement is the world's largest and fastest-growing non-profit organization dedicated to educating young people about business, economics and entrepreneurship.

Junior Achievement (JA) was established in Calgary in 1960 and has grown to become one of the largest Canadian charters. Serving over 20,000 students annually, JASA delivers both in-school and extra-curricular programs with the co-operation and support of business volunteers, corporate investors and educators.

In 2008 – 2009, JASA delivered over 775 programs in southern Alberta with the support of nearly 1,300 business volunteers. JA has developed a broad range of inter-related resources for elementary to high school grades. These programs, delivered each year by our many dedicated volunteers from the business community, provide youth with the tools and skills required to become self-sufficient contributors to society.

Through the support of corporate sponsors JASA remains soundly positioned to meet the needs of Alberta's future leaders – today's youth. 2010 is a celebration of 50 years of providing youth with vital business training that is designed and proven to inspire and prepare young people to succeed in a global economy.

Celebrating 50 Years in Southern Alberta

***Growing the Alberta Advantage
one classroom, one community, one corporation
and one citizen at a time.***

www.JASATurns50.org





2010 Calgary Business Hall of Fame Sponsorship Levels

Presenting - \$50,000

Sponsor a School - \$30,000

General Reception - \$25,000

Master of Ceremonies - \$25,000

Video Production - \$20,000

Laureate Announcement Luncheon (June) - \$20,000

Titan Sponsor (Two Available) - \$12,500

Laureate Reception - \$10,000

50th Anniversary Video - \$10,000

Student Table Sponsor - \$7,500

Teacher Table Sponsor - \$7,500

Volunteer Table Sponsor - \$7,500

Mentor Sponsor (Four Available) - \$7,500





Presenting Sponsor - \$50,000

Available

In return for the generous support of \$50,000 the donor will receive:

- Right of claim as the Official **Presenting Sponsor** of the 2010 *Calgary Business Hall of Fame Gala Dinner & Induction Ceremony*

“Calgary Business Hall of Fame Gala Dinner and Induction Ceremonies
Presented by _____”

Tickets

- Table Sponsorship – Two (2) Tables of 10, to include:
 - 16 sponsor invited guests (8 per table)
 - 4 Junior Achievement program students, volunteers, teachers or alumni (2 per table)
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Four (4) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the dinner venue
- Logo and/or name recognition on table centre pieces
- Logo placement and recognition as the **Presenting Sponsor** during a flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Prominently displayed logo and name on the cover of the Dinner Program and tickets
- Logo and name recognition in the Dinner Program
- Personalized corporate message in the Dinner Program
- Full-page black & white advertisement in Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA’s designated creative agency)

Other

- Highest visibility (name or logo) on all printed materials (sponsor boards, dinner tickets, dinner program), advertising (Call for Nominations, Laureate Announcement and Sponsor Thank you advertisements), media releases and correspondence
- Verbal recognition by the emcee as the **Presenting Sponsor** at the *Gala Dinner*
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- Right to use event name in all corporate marketing campaigns
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Sponsor a School Sponsor - \$30,000

Available

In return for the generous sponsorship of \$30,000 the sponsor will receive:

- **Title Sponsor** of the **Sponsor a School** campaign, to be announced at the *Laureate Luncheon*

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 8 sponsor invited guests
 - 2 Junior Achievement program students, volunteers, teachers or alumni
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Two (2) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the dinner venue
- Logo and/or name recognition on table centre piece
- Logo placement/listing as the **Sponsor a School Sponsor** during a flash presentation throughout the dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Corporate message in the Dinner Program accompanying the Sponsor a School campaign description
- Half page (1/2) black and white advertisement in Dinner Program (development costs to be borne by the sponsor)

Other

- Verbal recognition by the emcee the **Sponsor a School Sponsor** at the *Gala Dinner*
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- Right to use event name in all corporate marketing campaigns
- A general receipt issued for business expense purposes
- Corporate recognition (including logo where feasible) year-round in JA Materials and Websites via the **Sponsor a School** campaign
- Prominent visibility (name or logo) on all print materials, advertising, and press releases, etc.
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





General Reception Sponsor - \$25,000

Available

In return for the generous support of \$25,000 the donor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 8 sponsor invited guests
 - 2 Junior Achievement program students, volunteers, teachers or alumni
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Two (2) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the dinner venue
- Exclusive logo placement and recognition at the Pre-Dinner General Reception
- Logo and/or name recognition on table centre piece
- Recognition as **General Reception Sponsor** during a flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Half page (1/2) black and white advertisement in Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name or logo) on all print materials (dinner program, dinner tickets), advertising, press releases and all correspondence
- Verbal recognition by the emcee as the **General Reception Sponsor** during the Gala Dinner
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- Right to use event name in all corporate marketing campaigns
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Master of Ceremonies Sponsor - \$25,000

Available

In return for the generous support of \$25,000 the donor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 7 sponsor invited guests
 - Master of Ceremonies
 - 2 Junior Achievement program students, volunteers, teachers or alumni
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Two (2) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the dinner venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Master of Ceremonies Sponsor** during a Flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Half-page (1/2) advertisement in Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name or logo) on all print materials (newspaper and magazine advertising), dinner program, tickets, press releases and correspondence
- Recognition as the exclusive sponsor of the **Master of Ceremonies**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- Right to use event name in all corporate marketing campaigns
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Video Production Sponsor - \$20,000

Available

In return for the generous support of \$20,000 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 8 sponsor invited guests
 - 2 Junior Achievement program students, volunteers, teachers or alumni
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Two (2) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Video Production Sponsor** during a flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Half-page (1/2) advertisement in the Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the exclusive **Video Production Sponsor** of the Laureate Vignettes
- Name and logo recognition at the beginning of the Laureate Vignettes
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Laureate Announcement Luncheon Sponsor - \$20,000

Available

In return for the generous support of \$20,000 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 6 sponsor invited guests
 - 4 Junior Achievement program students, volunteers, teachers or alumni
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Six (6) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue, during the Luncheon
- Prominent recognition at the luncheon
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Laureate Announcement Luncheon Sponsor** during a flash presentation throughout dinner

Program

- Half page (1/2) advertisement in Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)
- Logo and name recognition in the Dinner Program

Other

- Corporate visibility (name or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases, sponsor boards and correspondence)
- Recognition as the exclusive sponsor of the **Laureate Announcement Luncheon**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Titan Sponsor - \$12,500 (Two Available)

Available

In return for the generous support of \$12,500 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 8 sponsor invited guests
 - 2 Junior Achievement program students, volunteers, teachers or alumni
- Two (2) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Two (2) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Titan Sponsor** during a flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) page advertisement in the Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name and/or logo) on all print materials (dinner program, tickets, newspaper and magazine advertising (Calgary Herald, Business in Calgary magazine)
- Recognition as **Titan Sponsor** (one of three)
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Laureate Reception Sponsor - \$10,000

Available

In return for the generous support of \$10,000 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 6 sponsor invited guests
 - 4 Junior Achievement program students, volunteers, teachers or alumni
- Four (4) tickets to attend the *Laureate Reception*, before the *Gala Dinner & Induction Ceremony*
- Two (2) tickets to attend the *Laureate Announcement Luncheon*

Signage

- Prominent recognition at the *Laureate Reception*
- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Laureate Reception Sponsor** during a flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) page advertisement in the Dinner Program (Development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the exclusive **Laureate Reception Sponsor**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





50th Anniversary Video Sponsor - \$10,000

Available

In return for the generous support of \$10,000 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 6 sponsor invited guests
 - 4 Junior Achievement program students, volunteers, teachers or alumni
- One (1) ticket to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **50th Anniversary Video Sponsor** during a flash presentation throughout dinner
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) advertisement in the Dinner Program (Development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the exclusive **50th Anniversary Video Sponsor**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Student Sponsor - \$7,500

Available

In return for the generous support of \$7,500 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 5 sponsor invited guests
 - 5 Junior Achievement program students, volunteers, teachers or alumni
- One (1) ticket to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Student Sponsor** during a flash presentation throughout dinner
- Name and logo recognition at the beginning of a student/volunteer/teacher video
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) page advertisement in the Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name and/or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the official **Student Sponsor**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Teacher Sponsor - \$7,500

Available

In return for the generous support of \$7,500 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 5 sponsor invited guests
 - 5 Junior Achievement program students, volunteers, teachers or alumni
- One (1) ticket to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Teacher Sponsor** during a flash presentation throughout dinner
- Name and logo recognition at the beginning of a student/volunteer/teacher video
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) page advertisement in the Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name and/or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the official **Teacher Sponsor**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Volunteer Sponsor - \$7,500

Available

In return for the generous support of \$7,500 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 5 sponsor invited guests
 - 5 Junior Achievement program students, volunteers, teachers or alumni
- One (1) ticket to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Volunteer Sponsor** during a flash presentation throughout dinner
- Name and logo recognition at the beginning of a student/volunteer/teacher video
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) page advertisement in the Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name and/or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the official **Volunteer Sponsor**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





Mentor Sponsor-\$7,500 (Four Available)

Available

In return for the generous support of \$7,500 the sponsor will receive:

Tickets

- Table Sponsorship – One (1) Table of 10, to include:
 - 6 sponsor invited guests
 - 4 Junior Achievement program students, volunteers, teachers or alumni
- One (1) ticket to attend the *Laureate Announcement Luncheon*

Signage

- Sponsor boards located throughout the venue
- Logo and/or name recognition on table centre piece
- Logo placement and recognition as the **Mentor Sponsor** during a flash presentation throughout dinner
- Name and logo recognition at the beginning of a student/volunteer/teacher video
- Name and logo recognition as a sponsor on all electronic media at the event

Program

- Logo and name recognition in the Dinner Program
- Quarter page (1/4) page advertisement in the Dinner Program (development costs to be borne by the sponsor and final artwork to be provided to JASA's designated creative agency)

Other

- Corporate visibility (name and/or logo) on all print materials (newspaper and magazine advertising, dinner program, tickets, press releases and correspondence)
- Recognition as the official **Mentor Sponsor**
- Media exposure related to *Calgary Business Hall of Fame and Laureate Luncheon*
- A general receipt issued for business expense purposes
- Recognition of support in 2010-2011 JASA Annual Report
- First right of renewal for respective sponsorship level of the 2011 Calgary Business Hall of Fame Gala Dinner & Induction Ceremony (renewal to be confirmed by, **April 15, 2011**)





2010 Calgary Business Hall of Fame Sponsorship Agreement

Sponsorship level: _____

(Please fill in sponsorship level here)

As a sponsor of this event, in return for the financial commitment, I understand that:

- My company will receive the benefits outlined respective to my sponsorship level
- Payment schedule will be agreed upon by both parties when form is completed
- To receive promotional benefits, I must provide a current electronic version of my company's logo via email to Junior Achievement of Southern Alberta
- To advertise in the Gala Dinner Program, I must submit the required artwork via email to Junior Achievement of Southern Alberta by **September 1, 2010**.
- Unless otherwise agreed, payment terms are 50% deposit due on signing with the balance due 30 days prior to the event.

Company Name: _____

Our Sponsorship Contact: _____

Address: _____

City, Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Signed

Printed Name

Scott Hillier
President & CEO
Junior Achievement of
Southern Alberta

Date: _____

Please send payment to:

Junior Achievement of Southern Alberta
870, 1202 Centre Street SE
Calgary, AB T2G 5A5

Fax completed form to:
F: 403.261.6988

Questions?

Adriana Simon
Director, Resource Development
E: asimon@jasouthalberta.org
T: 403.781.2579

www.calgarybusinesshalloffame.org

