



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
ALBERTA

**SPONSORSHIP  
OPPORTUNITIES**

**ELEVATE**  
2020

MAY 25-31 | BANFF, ALBERTA

# Elevate: Celebrating Progress and Achievement is the annual celebration of the CPA profession in Alberta.

Take your brand to new heights at Elevate 2020, CPA Alberta's premier event that celebrates Alberta's most trusted and distinguished professionals.

Each year, business professionals from across Alberta gather for a week packed with future-focused learning sessions, thought-provoking keynote speakers, and meaningful networking opportunities.

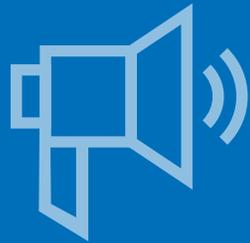
This year, we're bringing together CPAs from across the province to celebrate the CPA profession's fifth anniversary from May 25-31. We'll have the perfect mountain backdrop for Elevate because we're taking the week's feature events to Banff!

The location may be new, but our goal is the same: to celebrate and honour professionals who provide financial expertise, strategic direction, and dynamic leadership and provide them with the chance to connect and learn.

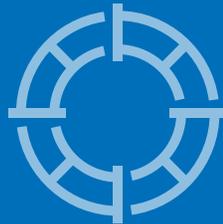
CPA Alberta invites you to browse the opportunities outlined in this package. Don't miss your chance to take your brand to new levels at Elevate 2020.



# WHY SPONSOR?



**Promote your brand** to more than 29,500 CPAs as well as other business professionals and decision-makers from across Alberta.



**Align your brand** with an organization that fosters and recognizes professional excellence and community involvement.



**Raise your profile** through recognition in CPA Alberta's print publications and on its digital platforms.



**Attract new leads** through face-to-face interactions with CPAs at Elevate's dynamic events.

“Great event, great opportunity to meet people.”

- Elevate 2019 attendee

“Very good presentations. The speaker was fantastic, very personable.”

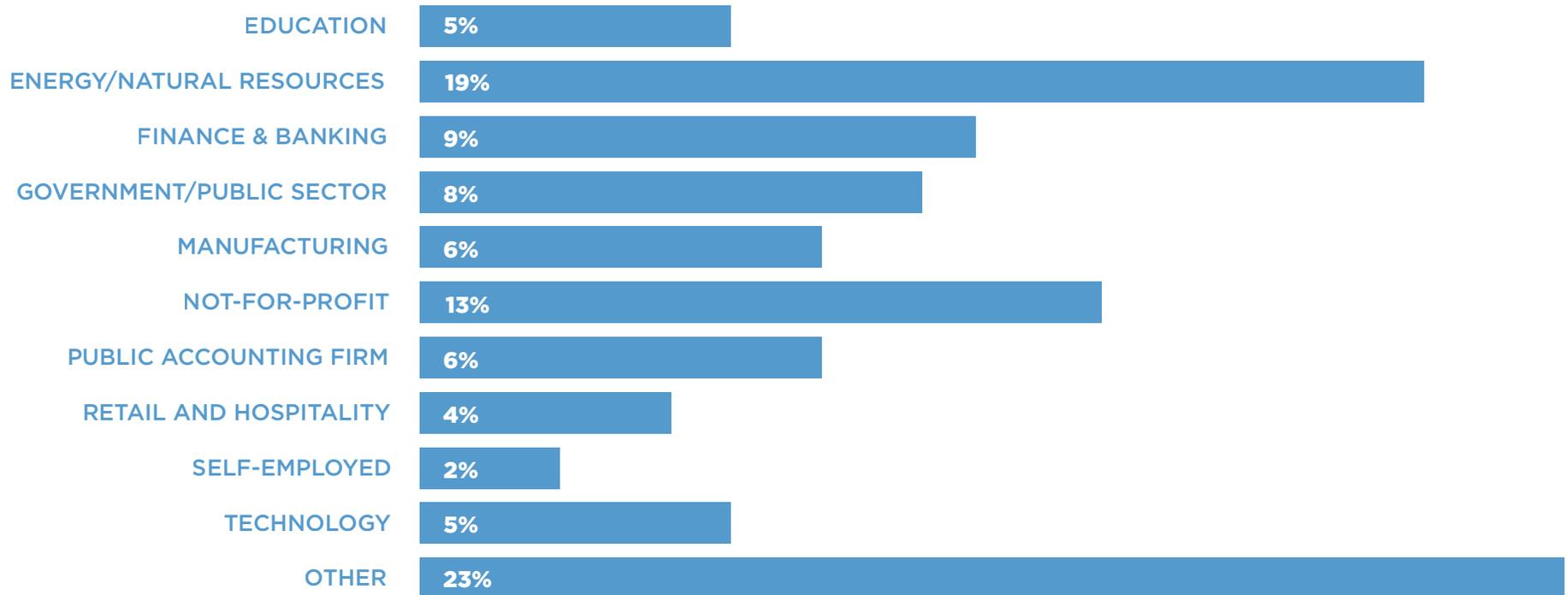
- Elevate Your Mind attendee

“Do I have any recommendations for improvement? No. How can you improve on perfection?”

- Elevate Awards Gala attendee

# STATISTICS

CPAs work in every sector, from public accounting and education to not-for-profit, energy, and government. Here are the industries represented by some of last year's attendees, as well as what sponsors had to say about Elevate 2019:



**87%**

of sponsors were thrilled with the sponsorship benefits

**90%**

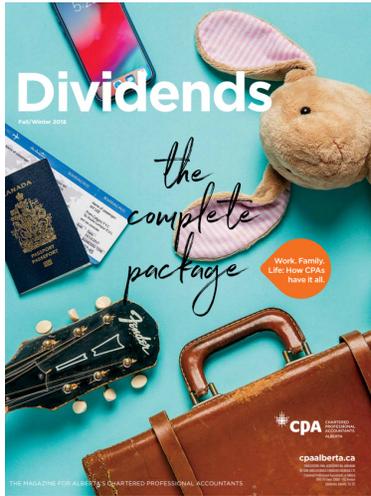
of Elevate attendees were interested in sponsors' products and services

**75%**

of sponsors said they would definitely sponsor again

# REACH

## Print Publications

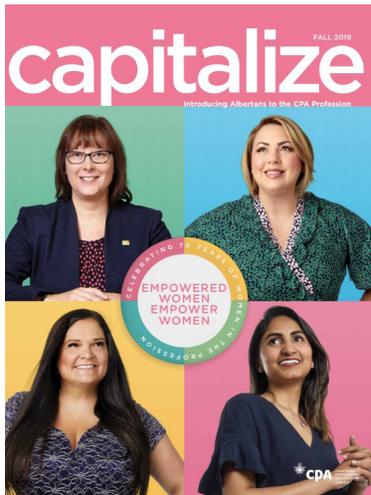


### *Dividends* Magazine

*Dividends* explores the issues and opportunities faced by Alberta CPAs and celebrates their achievements. It also keeps Alberta CPAs up-to-date and engaged with the profession and their colleagues.

Circulation: 30,000 (distributed to all of Alberta's designated accountants, including key leaders in the business, government, and education sectors).

Demographics: \$162,000 (Average annual compensation for Alberta CPAs).



### *Capitalize* Magazine

*Capitalize* is a semi-annual magazine that introduces students and others to the accounting profession in Alberta.

Circulation: 4,500 readers (university, college, and high school students, as well as career counsellors and other student-oriented service providers).

# GET SOCIAL WITH CPAs



LinkedIn 6,708 Followers



Facebook 2,166 Followers



Twitter 1,443 Followers



Instagram 1,074 Followers

# ELEVATE SCHEDULE

ELEVATE 2020

MAY

**MONDAY** (EDMONTON)

Annual General Meeting

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Chair's Long Service Brunch

25

**TUESDAY** (CALGARY)

Chair's Long Service Brunch

26

**THURSDAY** (BANFF)

Welcome Reception

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Expected Attendance: 250

28

**FRIDAY** (BANFF)

Elevate Your Mind

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Expected Attendance: 300

FCPA Reception

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Expected Attendance: 75

CPA Education  
Foundation Dinner

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Expected Attendance: 300

29

**SATURDAY** (BANFF)

Elevate Breakfast

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Expected Attendance: 300

Golf Tournament

---

Expected Attendance: 144

Elevate Awards Gala

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Expected Attendance: 300

30

**SUNDAY** (BANFF)

Elevate Breakfast

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Expected Attendance: 400

31



# **PREMIUM PACKAGES**

Be a part of making Elevate 2020 an unforgettable experience from start to finish! As a presenting or platinum sponsor, you have the opportunity to create connections and build professional relationships that will raise your organization's profile.

# PRESENTING SPONSOR

THE PRESENTING SPONSOR  
IS THE PREMIUM SPONSOR  
OF ALL OF ELEVATE 2020

1 AVAILABLE

**\$35,000**



## PRESENTING SPONSOR PERKS\*

### PRE-EVENT

- Logo recognition on CPA Alberta website with 100-word blurb
- Logo recognition in Elevate 2020 promotional material
- Logo recognition and acknowledgement on CPA Alberta's website and social media platforms

### AT THE EVENT

- Verbal acknowledgement at the Welcome Reception, Elevate Your Mind, Elevate Awards Gala, Golf Tournament and Chair's Long Service Brunch
- Logo recognition at the Welcome Reception, Elevate Your Mind, Elevate Awards Gala, and the Golf Tournament
- Opportunity for a five-minute speech to showcase your organization
- Sponsor-branded item included in the Elevate Your Mind swag bags (item to be provided by sponsor)
- Four tickets to Elevate Breakfast
- Eight tickets to Elevate Awards Gala
- Two tickets to Elevate Your Mind (a day of professional development)
- Exhibit booth at Elevate Your Mind

### POST-EVENT

- Two full page ads in *Dividends* (CPA Alberta's magazine for more than 29,500 CPAs) and one full page ad in *Capitalize* (CPA Alberta's magazine for prospective CPAs)
- Recognition in post-event 'thank you' message in magazines and on CPA Alberta website

\* Bonus benefits: Sign up by January 13 and also get logo and verbal acknowledgement at CPA Alberta's Convocation events in Calgary (Jan 31-Feb 1) and Edmonton (Feb 21-22) for no additional cost.



# PLATINUM SPONSORS

PLATINUM SPONSORS HAVE THEIR BRAND RECOGNIZED AT ELEVATE'S PREMIER EVENTS

3 AVAILABLE

**\$12,000**

## PLATINUM SPONSOR PERKS\*

### PRE-EVENT

- Logo recognition on CPA Alberta website with 100-word blurb
- Logo recognition in Elevate 2020 promotional material
- Logo recognition and acknowledgement on CPA Alberta's website and social media platforms

### AT THE EVENT

- Verbal acknowledgement at Elevate Awards Gala, Elevate Your Mind, and Elevate Welcome Reception
- Logo recognition at Elevate Awards Gala, Elevate Your Mind, and Elevate Welcome Reception
- Opportunity for a three-minute speech to showcase your organization and services
- Sponsor-branded item included in the Elevate Your Mind swag bags (item to be provided by sponsor)
- Two tickets to Elevate Breakfast
- Two tickets to Elevate Awards Gala
- Two tickets to Elevate Your Mind (a day of professional development)
- Exhibit booth at Elevate Your Mind

### POST-EVENT

- One full page ad in *Dividends* (CPA Alberta's magazine for more than 29,500 CPAs) and in *Capitalize* (CPA Alberta's magazine for prospective CPAs)
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# EVENT-LEVEL OPPORTUNITIES

If you're looking for sponsorship opportunities at a specific event, or are looking to sponsor a specific aspect of Elevate 2020, check out the list of events and the available opportunities at each event.

MAY 29

# ELEVATE YOUR MIND

Featuring thought-provoking keynotes, skill-building breakout sessions, and engaging networking opportunities, Elevate Your Mind is a day of professional development for Alberta CPAs.

## EXECUTIVE LEVEL

Executive sponsors are the title sponsors for our feature Elevate events.

### Conference Sponsor

Boost your brand as the title sponsor for Elevate Your Mind.

## INNOVATION LEVEL

Innovation sponsors enable the event's tech and storytelling features.

### A/V & Photography Sponsors (2)

Leave a lasting impression of your organization by helping us deliver and capture an unforgettable day of learning.

### Wi-Fi & Lounge Sponsor

Connect your brand with attendees as they network with each other and rest and relax during a busy week of activity.

## CONNECTION LEVEL

Connection sponsors create opportunities for relationship-building and enjoyment.

### Breakout Session (4) & Trade Show Sponsors (6)

Boost your brand by sponsoring educational workshops and networking opportunities.

## NOURISHMENT LEVEL

Nourishment sponsors keep Elevate attendees well-fed and hydrated.

### Lunch & Networking Breaks (3)

Fuel attendees for a day of learning at Elevate Your Mind.



# ELEVATE YOUR MIND BENEFITS

|  | EXECUTIVE                     | INNOVATION             |  | CONNECTION                        | NOURISHMENT                     |  |  |
|--|-------------------------------|------------------------|--|-----------------------------------|---------------------------------|--|--|
|  | Conference Sponsor<br>\$7,500 | A/V Sponsor<br>\$6,000 | Photography & Video Sponsor<br>\$5,000 | Wi-Fi & Lounge Sponsor<br>\$4,500 | Breakout Session (4)<br>\$4,500 | Tradeshow Exhibit Sponsor (6)<br>\$2,500 | Lunch & Networking Breaks (3)<br>\$4,000 |
| Logo recognition on CPA Alberta website and social media platforms                           | Dark Blue                     | Dark Blue              | Dark Blue                              | Dark Blue                         | Light Blue                      | Light Blue                               | Light Blue                               |
| Logo recognition in Elevate Your Mind promotional material                                   | Dark Blue                     | Dark Blue              | Dark Blue                              | Dark Blue                         | Light Blue                      | Light Blue                               | Light Blue                               |
| Logo recognition on-site at Elevate Your Mind  | Dark Blue                     | Dark Blue              | Dark Blue                              | Dark Blue                         | Light Blue                      | Light Blue                               | Light Blue                               |
| Verbal acknowledgement at Elevate Your Mind  | Dark Blue                     | Light Blue             | Light Blue                             | Light Blue                        | Light Blue                      | Light Blue                               | Light Blue                               |
| Sponsor's logo or banner displayed at the entrance of professional development session       | Light Blue                    | Light Blue             | Light Blue                             | Light Blue                        | Dark Blue                       | Light Blue                               | Light Blue                               |
| Signage displayed at the event with the message: This was brought to you by [sponsor's logo] | Light Blue                    | Light Blue             | Light Blue                             | Dark Blue                         | Dark Blue                       | Dark Blue                                | Dark Blue                                |
| Complimentary event tickets  | 4                             | Light Blue             | Light Blue                             | Light Blue                        | 2                               | Light Blue                               | Light Blue                               |
| Exhibit booth at Elevate Your Mind   | Dark Blue                     | Dark Blue              | Dark Blue                              | Light Blue                        | Dark Blue                       | Dark Blue                                | Light Blue                               |

MAY 30

# ELEVATE AWARDS GALA

The Awards Gala honours individuals who bring distinction to the CPA profession and their communities through outstanding accomplishments.

## EXECUTIVE LEVEL

Executive sponsors are the title sponsors for our feature Elevate events.

### Gala Sponsor

Shine the spotlight on your organization as the executive sponsor for CPA Alberta's night of recognition.

## INNOVATION LEVEL

Innovation sponsors enable the event's tech and storytelling features.

### A/V Sponsor & Photography Sponsor

Dazzle attendees by sponsoring everything tech; you can help us up the Awards Gala game, making the night as spectacular as possible.

## CONNECTION LEVEL

Connection sponsors create opportunities for relationship-building and enjoyment.

### CPA Candidate Experience (2)

**\* New this year\*** Sponsor eight soon-to-be CPAs as they learn and aspire to the achievements showcased at the awards gala.

### Awards Gala Entertainment

By sponsoring the entertainment, you get to wow the gala crowd with your brand.

## NOURISHMENT LEVEL

Nourishment sponsors keep Elevate attendees well-fed and hydrated.

### Dessert Sponsor

Bring your sweet tooth creativity by being a dessert sponsor!



# ELEVATE AWARDS GALA BENEFITS

|  | EXECUTIVE | INNOVATION | CONNECTION | NOURISHMENT |
|--|-----------|------------|------------|-------------|
| Gala Sponsor<br>\$7,500  |           |            |            |             |
| A/V & Photography Sponsor<br>\$6,000                               |           |            |            |             |
| Awards Gala Entertainment<br>\$3,500                               |           |            |            |             |
| CPA Candidate Experience<br>(2) \$5,000                            |           |            |            |             |
| Dessert Sponsor<br>\$2,000   |           |            |            |             |
| Logo recognition on CPA Alberta website and social media platforms |           |            |            |             |
| Logo recognition on pre-event promotional material                 |           |            |            |             |
| Complimentary tickets to Elevate Awards Gala                       | 2         |            |            | 2           |
| Verbal acknowledgement at event                                    |           |            |            |             |
| Logo recognition on-screen at event                                |           |            |            |             |
| Printed signage recognizing sponsors at event                      |           |            |            |             |

MAY 30

# ELEVATE GOLF TOURNAMENT

For the 5th anniversary of the profession, we're introducing the Elevate Golf Tournament, a fun and unforgettable day of activity in the beautiful Rocky Mountains.

## EXECUTIVE LEVEL

Executive sponsors are the title sponsors for our feature Elevate events.

### Tournament Sponsor

Score a hole in one for your organization as the tournament sponsor for the first-ever Elevate Golf Tournament

## INNOVATION LEVEL

Innovation sponsors enable the event's tech and storytelling features.

### Photography & Video Sponsor

Capture new leads and help us capture the day's action.

## CONNECTION LEVEL

Connection sponsors create opportunities for relationship-building and enjoyment.

### Hole Sponsor (16)

Show your brand is on par with the best by sponsoring and activating a hole!

### Prize Sponsor (6)

Give the pro golfers some props by sponsoring a gift for the winning team, longest putt, drive or closest to the pin.

## NOURISHMENT LEVEL

Nourishment sponsors keep Elevate attendees well-fed and hydrated.

### Lunch Sponsor

Power up golfers' drives by sponsoring their lunch break.



# ELEVATE GOLF TOURNAMENT BENEFITS

|  | EXECUTIVE                     | INNOVATION                             | CONNECTION                | NOURISHMENT  |
|--|-------------------------------|--|---------------------------|--|
|  | Tournament Sponsor<br>\$7,500 | Photography & Video Sponsor<br>\$5,000 | Hole Sponsor (16) \$1,000 | Prize Sponsor (6) \$1,000<br>Lunch Sponsor \$3,500 |
| Logo recognition on CPA Alberta website and social media platforms                 |                               |  |                           |  |
| Headline sponsorship signage at Clubhouse  |                               |  |                           |  |
| Your corporate/organization logo on any tournament printed materials               |                               |  |                           |  |
| Corporate/organization logo on "Tee Sign" displayed on tee box at a sponsored hole |                               |  |                           |  |
| Logo on all golf carts   |                               |  |                           |  |
| Opportunity to activate hole sponsorship   |                               |  |                           |  |
| Logo displayed during lunch  |                               |  |                           |  |
| Number of golf registrations   | 4                             |  |                           |  |

# OPTIONS

## A LA CARTE MENU

With our a la carte menu options, you have the opportunity to have face-to-face interactions with Elevate attendees and/or get your brand in front of every attendee staying at the Fairmont Banff Springs. These unique options are available either as an add-on to your sponsorship or on their own.

### Welcome Reception

\$4,500

Launch your organization to new heights by sponsoring the first Elevate 2020 event in Banff.

### Elevate Week Breakfast

(2) \$4,000

Kick up your brand as attendees kick off the day right with the most important meal of the day!

### Room Key Sponsor

\$4,500

Imagine your brand in the hands of every single attendee. Become the room key sponsor and up your visibility by having your logo and design on every attendee key card.

### Room Drop Sponsor

\$500 - \$1,000

Make a memorable first impression. Welcome attendees to their stay at the Fairmont Banff Springs by sponsoring a welcome package full of your branded items and other goodies.

## BUILD YOUR OWN

It's your chance to steer the ship! We'd love to work with you on building unique opportunities for face-to-face interactions with Elevate attendees. Talk to us about your out-of-the-box sponsorship dreams. Here are some ideas to get you started:

### Nespresso Station

\$2,000

Help Elevate attendees get going at any time of the day. Your brand can sponsor a coffee station and even choose your signature beverage to be featured and for guests to enjoy.

### Prosecco Station

\$3,400

Cheers anyone? Celebrate with CPAs and guests by sponsoring this fun station that's sure to draw a crowd at the Welcome Reception.

### Pit Stop Station

\$3,000

Everyone needs a pick-me-up. Sponsor a sparkling and still refill station (you can bring branded reusable water bottles too!) to keep attendees hydrated at Elevate Your Mind.

### Action Station

\$2,000 - \$5,000

Fuel Elevate attendees with meals at your branded meal station. Do you want to facilitate morning connections? Or is dinner more your style? The possibilities are endless!

CPA Alberta is proud to also offer sponsorship opportunities for Convocation Ceremonies and Dinners in both Edmonton and Calgary.

Each year, CPA Alberta welcomes hundreds of graduates into the profession at celebratory events.

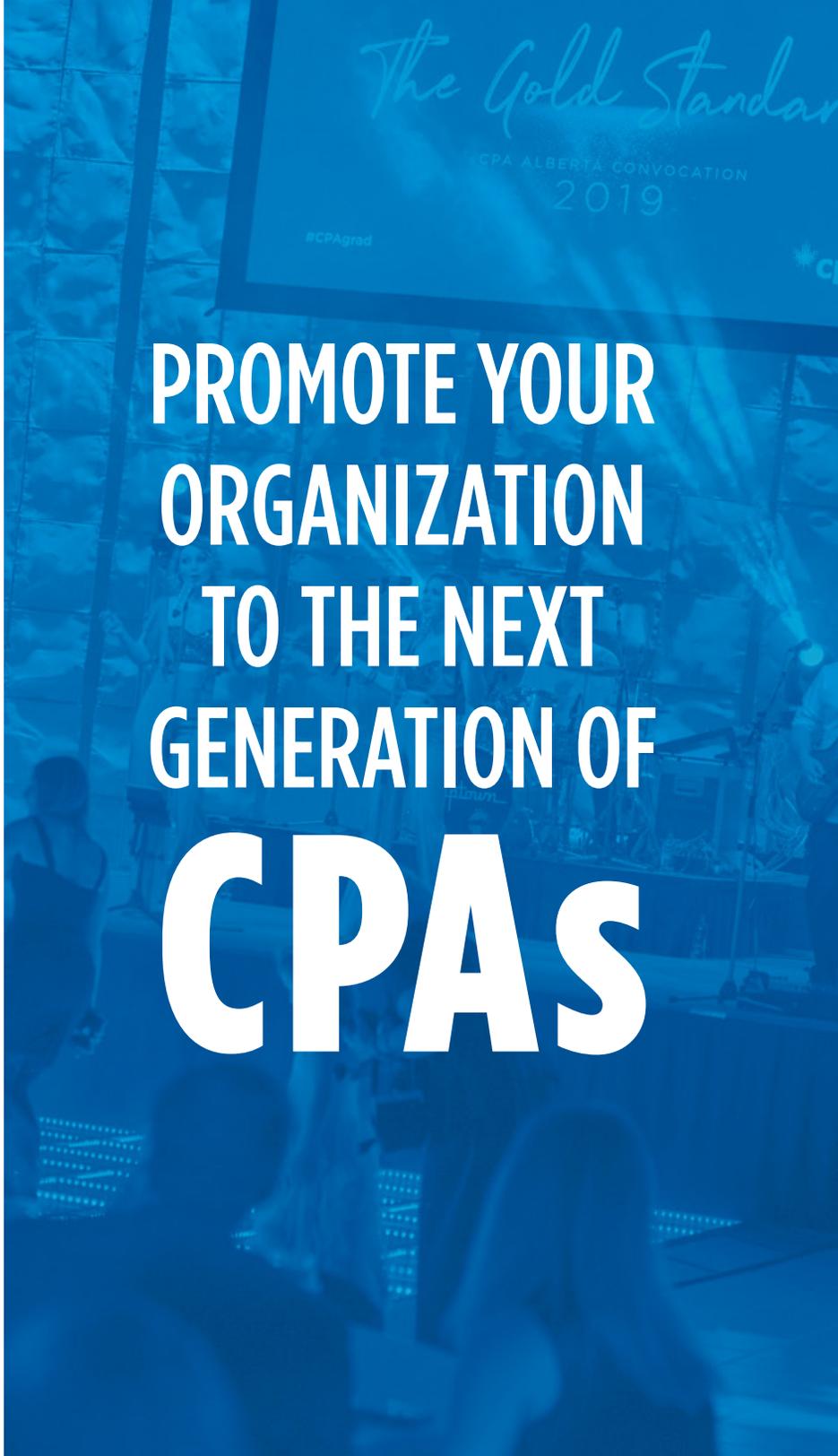
These celebrations congratulate and welcome successful graduates to the accounting profession as they embark on an exciting new phase in their careers. Convocation Ceremonies and Dinners are primarily attended by graduates, their loved ones, the firms and organizations that employ them, and representatives from government and post-secondary institutions.

Signal to leading businesses and institutions that your company supports emerging leaders who will shape and impact Alberta.

**Event Dates:**

Calgary: January 31 & February 1, 2020  
Edmonton: February 21 & 22, 2020

If you'd like to take the stage with your brand, contact Sharon Ruyter at [sruyter@cpaalberta.ca](mailto:sruyter@cpaalberta.ca) or 403.299.1355.

The background of the right side of the page is a blue-tinted photograph of a convocation event. At the top, a banner reads "The Gold Standard" in a cursive font, followed by "CPA ALBERTA CONVOCATION 2019" and the hashtag "#CPAgrad". Below the banner, several people are visible, some holding up their phones to take photos. The overall scene is a celebratory gathering.

**PROMOTE YOUR  
ORGANIZATION  
TO THE NEXT  
GENERATION OF  
CPAs**



We look forward to connecting with you!

For more information, contact:  
Sharon Ruyter  
[sruyter@cpaalberta.ca](mailto:sruyter@cpaalberta.ca)  
403.299.1335



CPA Alberta



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