



**THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD**

CANADA - ALBERTA, NORTHWEST
TERRITORIES AND NUNAVUT

A ROYAL EVENT

WHO: His Royal Highness, The Prince Edward, Earl of Wessex
Her Honour, Lois Mitchell, Lieutenant Governor of Alberta
12 Canadian Olympian Athletes
250 Young Gold Award Recipients
500 Community Leaders, Partners, Sponsors & Donors

WHEN: Friday, June 24, 2016
11:30 - 16:00

WHERE: Canada Olympic Park, Markin MacPhail Centre

WHY: To bring together leaders in community development as they celebrate Alberta youth and their achievements. His Royal Highness The Earl of Wessex will present the highest external recognition available in Canada for young people who set and meet their own goals and challenges. This event will also profile the talents of Award recipients with performances in music, sport, art, science, and more.

**Don't miss out on your chance to support
the premier youth recognition event in Alberta!**

ABOUT US: The Duke of Edinburgh's International Award is a non-competitive, non-academic, self-directed program which is based on experiential learning and recognizing youth for activities they engage in outside of the classroom. A youth's personal interests are used as the key drivers to their program activities, making success more predictable and attainable.

At every level of The Award - Bronze, Silver, and Gold, and for every requirement, Community Service, Skill Development, Physical Activity, and Exploring the Environment - there are opportunities to strengthen the participant's community through their personal involvement and development.

Any young person aged 14 to 25, regardless of physical or mental abilities, social, economic, religious, or ethnic backgrounds, can participate in our program. The Award program has expanded to 140 countries with over seven million current participants worldwide, including 45,000 in Canada with more than 7,300 in Alberta.



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SPONSORSHIP BENEFITS

By supporting this Royal Event you can give the gift and experience of The Award to local young people. It is with the support of sponsors such as yourself, that our organization is able to offer the opportunity for young people to discover what they can accomplish and achieve in their lives, while making a difference in their communities.

Join The Duke of Edinburgh's International Award to offer the opportunity to young people, regardless of barriers, to discover what they can accomplish and achieve.

Contribute to the Future of our Community

For forty years, The Duke of Edinburgh's International Award has been successful in transforming the lives of millions of young people. By creating opportunities for youth to develop skills, become physically active, provide service through volunteerism, and experience adventure, the Award can play a critical role in their development outside of the classroom. The Award also allows their achievements to be consistently recognized worldwide, giving young people unique international recognition of their experiences and accreditation of their accomplishments.

Demonstrate Social Responsibility

There is no greater way to demonstrate your commitment to social responsibility than to visibly support an organization that so tangibly impacts communities across Alberta and the North. As a sponsor of this event, you will receive exposure through announcements, print and social media coverage, as well as advertising and marketing as detailed in this Sponsorship Package.

Yield Tangible Outcomes

Your sponsorship funds will go directly to program services which will enable us to increase our capacity to provide the best possible service to our participants and mentors. The Award offers support and leadership opportunities that positively mold our youth and creates possibilities they might never have imagined. In 2015, our participants were physically active for over 50,000 hours and contributed over \$750,000 in community service.

Be part of the Growth and the Solution

We have witnessed first-hand the personal development which occurs in our participants during their process of achievement in The Award and we are proud of their commitment and dedication. Help us to recognize their past successes as we look towards what we can accomplish together in the future.

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	EXCLUSIVE \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Complimentary Admission	10	6	4	2
Pre-Event Recognition				
Press Releases (2)	●	●		
Social Media Posts	8	6	4	2
Website Presence	●	●	●	●
Email Blasts	●	●	●	●
Event Flyer	●	●	●	●
On-Site Recognition				
Presenting Sponsor	●			
Branded Entrance	●			
VIP Lunch Invitation	10	4		
VIP Reception Invitation	10	6	4	2
Verbal Recognition	●	●		
Banners on Display	●	●	●	
Corporate Items in Bag	●	●	●	●
Logo on Event Banner	●	●	●	●
Program Inclusion	Full Page	Half Page	Quarter Page	Logo Only
Post-Event Recognition				
Globe & Mail Profile	●			
Outgoing Press Release	●	●	●	
Annual Report	●	●	●	●
Newsletter	●	●	●	●
Thank you Email Blast	●	●	●	●
1 Year Website Presence	●	●	●	●



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SPONSORSHIP FORM

A Royal Event

Friday June 24, 2016

WE WISH TO BE RECOGNIZED AS A:

- | | |
|---|---|
| <input type="checkbox"/> EXCLUSIVE SPONSOR (\$25,000) | <input type="checkbox"/> GOLD SPONSOR (\$10,000) |
| <input type="checkbox"/> SILVER SPONSOR (\$5,000) | <input type="checkbox"/> BRONZE SPONSOR (\$2,500) |

ADDITIONAL WAYS TO SUPPORT:

- PRINTING SPONSOR (\$2,000)
- STAGE SPONSOR (\$2,000)
- PHOTOGRAPHY SPONSOR (\$2,000)

DONATION: \$ _____

GIFT IN KIND: _____ VALUE: \$ _____

(Business / Tax Receipt will be issued in accordance with CRA Guidelines.)

Company Name: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Please return form and payment to:

Candace Denison, Executive Director

Duke of Edinburgh's Award Alberta

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Phone: 403.237.7476 ext1

Email: cdenison@theaward.ca

Website: www.dukeofed.org/ab/events