

The background features a scenic photograph of a calm lake reflecting a dense evergreen forest. A large, semi-transparent purple circle is positioned on the left side of the image. A thick, green circular arrow graphic, composed of several segments with arrowheads pointing clockwise, curves around the right and bottom edges of the purple circle.

RCA RECYCLING COUNCIL
OF ALBERTA

2023/24 SPONSORSHIP PACKAGE

**SPONSOR THE
RECYCLING COUNCIL
OF ALBERTA AND HELP
ADVANCE A CIRCULAR
ECONOMY**

recycle.ab.ca/conference



WHO WE ARE

Guided by a vision for a waste-free world, the Recycling Council of Alberta is an agent of change, working to reduce waste and advance a Circular Economy in Alberta.

OUR MISSION

We promote, facilitate and advocate for a Circular Economy in Alberta through waste reduction and resource conservation.

OUR VISION

A waste-free world.



WHAT WE DO

Promoting, advocating and taking action for a circular economy in our province is at the core of who we are and what we do.

We work with our board, members and partners including government, industry, recyclers, environmental organizations and other associations to:

Facilitate and deliver projects that advance the benefits of a circular economy in Alberta.

Connect and collaborate with communities, technical experts, thought leaders and policy-makers to solve some of our biggest waste challenges.

Create awareness and build knowledge of the benefits of a circular economy in helping us achieve our vision of a waste-free world.

Champion key issues, connecting partners, industry, government and our communities to find solutions.

SPONSORSHIP OPPORTUNITIES

Reach industry, community leaders, municipalities and experts all year long. From our renowned Circular Economy Conference to webinars and workshops, the RCA offers a variety of sponsorship opportunities for you to plug into our audience of businesses, experts, municipalities and community leaders.

OUR REACH & MEMBERS



350+ MEMBERS

Municipalities, businesses and individuals in the waste management and recycling sector across Alberta.



580+ CONTACTS

Mailing list subscribers regularly viewing Connector, our monthly newsletter.



SOCIAL MEDIA REACH

- **3,000** unique visits to the RCA website each month
- **1400** Twitter followers
- **1600** LinkedIn followers
- **1000** Facebook followers and **750+** likes

SPONSOR THE 2023 RCA CIRCULAR ECONOMY CONFERENCE

The 2023 RCA Conference will be held
October 18th to 20th at The Fairmont
Chateau Lake Louise in Lake Louise, AB

recycle.ab.ca/conference

Become a sponsor at the **2023 RCA Circular Economy Conference**, which brings together an international audience of experts, businesses, thought leaders and peers for three action-packed days. This year's

conference is the perfect opportunity for your organization to take center stage and position yourself in front of a community of innovators and decision-makers.

2022 CONFERENCE
STATISTICS

320+ attendees

37 speakers

32 sponsors



Choose your conference sponsorship level

	PLATINUM \$30,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	Other – see below or contact us*
BENEFITS					
Recognition on RCA Website	●	●	●	●	
Annual Membership	●	●	●	●	
Webinar Sponsor	●	●			
Waste Reduction Week Sponsor	●				
CONFERENCE/WEBINAR BENEFITS					
Exhibitor Booth	●	●	●	●	
Sponsor Recognition: Program, Newsletter, Website, Social Media, Podcasts, Webinars	●	●	●	●	
Conference Events	Choice of: <ul style="list-style-type: none"> • Gala Banquet • Selection of sessions • Additional opportunities as negotiated 	Choice of: <ul style="list-style-type: none"> • Thursday Luncheon • Keynote Speaker • Welcome Reception 	Choice of: <ul style="list-style-type: none"> • Friday Lunch • Banquet Entertainment • Plenary Session • Reception Entertainment • Banquet Wine 	Choice of: <ul style="list-style-type: none"> • Grassroots Sponsorship • Student Sponsorship • Tour • Concurrent Session 	Choice of: <ul style="list-style-type: none"> • Golf Tournament • Banquet Beer • Reception Drink Tickets • Concurrent Sessions • Refreshment Breaks • Other (call to discuss)
Conference Registrations	6	4	3	2	
ADVERTISING BENEFITS					
Connector Advertising	Ad Spot B in each Connector	Ad Spots D or E (in two news stories in 6 monthly issues)	Ad Spots D or E (in one news story in 6 monthly issues)	Ad Spots D or E (in one news story in 6 monthly issues)	
Newsflashes	4	3	2	1	

Platinum

\$30,000

Conference Benefits

Exhibitor booth

Prominent recognition
on program, signage and
pre-conference marketing,
social media and webinars

6 Conference registrations

Your choice of
conference events:

- Gala Banquet
- Technical Sessions

Customized Opportunities



CORE BENEFITS

Year-round recognition on
RCA website

An annual RCA membership

A webinar sponsorship opportunity

Waste Reduction Week sponsorship

Ad spot B in monthly Connector
newsletter and 4 Newsflashes,
which reach 580+ subscribers

Gold

\$15,000

Conference Benefits

Exhibitor booth

Prominent recognition
on program, signage and
pre-conference marketing,
social media and webinars

4 Conference registrations

Your choice of
conference events:

- Thursday luncheon
- Keynote speaker
- Welcome Reception



CORE BENEFITS

Year-round recognition on
RCA website

An annual RCA membership

A webinar sponsorship opportunity

Ad spot D or E in two news stories in
6 monthly Connector e-newsletter
issues and 3 Newsflashes, which
reach 580+ subscribers

Silver

\$10,000

Conference Benefits

Exhibitor booth

Prominent recognition
on program, signage and
pre-conference marketing,
social media and webinars

3 Conference registrations

Your choice of
conference events:

- Friday luncheon
- Banquet Entertainment
- Plenary Session
- Reception Entertainment
- Banquet Wine



CORE BENEFITS

Year-round recognition on
RCA website

An annual RCA membership

Ad spot D or E in one news story in
6 monthly Connector e-newsletter
issues and 3 Newsflashes, which
reach 580+ subscribers

Bronze

\$5,000

Conference Benefits

Exhibitor booth

Prominent recognition
on program, signage and
pre-conference marketing,
social media and webinars

2 Conference registrations

Your choice of
conference events:

- Grassroots sponsorship
- Student sponsorship
- Tour
- Concurrent Session



CORE BENEFITS

Ad spot D or E in one news
story in 6 monthly Connector
e-newsletter issues and 1
Newsflash, which reach 580+
subscribers



OTHER CONFERENCE OPPORTUNITIES

There are plenty of other ways to showcase your organization and get involved at the 2023 Conference. Contact us today to sponsor:

- Banquet Refreshments
- Reception Drink Tickets
- Technical Sessions
- Refreshment Breaks

Other ideas?

Contact us at info@recycle.ab.ca to discuss

RCA WEBINAR SPONSORSHIP

\$2,500

We work with partners, innovators and experts to host webinars throughout the year to explore the challenges, opportunities and innovation happening in Alberta and beyond as we work to advance a circular economy.

Become a webinar sponsor and you will receive:

Two entries to the webinar

Prominent recognition during the webinar

A feature story on our social media channels and promotional posts

Recognition on our website, in our monthly newsletter the Connector or Newsflash ads promoting the webinars

Sponsorship of a grassroots registration (student or non-profit)

**IN 2021, RCA WEBINARS
DREW IN MORE THAN
1500 ATTENDEES**

Contact us today at info@recycle.ab.ca to book your sponsorship opportunity today. If you wish to create a tailored package to suit your specific needs and budget, **please contact us to discuss.**