

RCA RECYCLING COUNCIL
OF ALBERTA

Sponsorship Package

2025 - 2026

Sponsor the RCA and help
advance the circular economy!



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The RCA logo is partially visible at the bottom right of the slide. It consists of the letters "RCA" in a purple, sans-serif font, enclosed within a dark blue circular arc that forms the top and right sides of a circle.

RCA



Who We Are

Leading the Way to a Circular Alberta

The Recycling Council of Alberta (RCA) is an agent of change, working to reduce waste and advance the circular economy in Alberta.

Vision 2030:

"A WASTE-FREE WORLD"

Our Mission is:

"TO ADVANCE THE CIRCULAR ECONOMY IN ALBERTA"

What We Do

Between now and 2030, the RCA is committed to achieving transformative change through five key goals aimed at advancing the circular economy in the province.

- 1. Promote and advocate for system reforms that advance the circular economy in Alberta.**
- 2. Design and deliver programs that drive circular economy literacy and action.**
- 3. Support the ICI sector in developing strategies to overcome Alberta's circularity gap.**
- 4. Build organizational strength and capacity.**

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RCA

Members & Reach



340+ MEMBERS

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



550+ SUBSCRIBERS

RCA members subscribed to our monthly Connector newsletter and our popular Newsflashes, boasting a high open rate.



SOCIAL MEDIA REACH

- 3500+ Unique monthly website visits
- 3200+ LinkedIn followers
- 850+ Instagram followers
- 1100+ Facebook followers



Sponsor the RCA

Support the RCA in advancing the circular economy in Alberta by choosing from three sponsorship options:

Annual Sponsorship

A comprehensive sponsorship option that provides ongoing benefits and recognition throughout the year.

Benefits include:

- RCA membership
- Conference sponsorship with exclusive perks
- Recognition in RCA communications
- Access to networking events
- Year-round support of RCA initiatives and mission

Event Sponsorship

For organizations looking to sponsor a single RCA event rather than committing to an annual package.

Available for:

- Annual RCA Circular Economy Conference
- RCA Explore Circularity Day
- Networking Sessions

À La Carte Sponsorship

This option is designed for organizations that want to support RCA initiatives in a more flexible way. It allows you to pick and choose sponsorship opportunities that align with your goals, without committing to a full annual or event sponsorship package.

2025 Annual Sponsorship

*Platinum sponsorship requires a 4-year commitment to sponsor at this level

	Platinum \$30,000	Titanium \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Connector Advertising	Ad in all 12 issues	Ad in 6 issues	Ad in 5 issues	Ad in 4 issues	Ad in 3 issues
Sponsor Recognition: <small>Program, Newsletter, Website, Social Media</small>	•	•	•	•	•
Newsflash or Social Media Post	4	3	3	2	1
General Support for RCA & Its Mission	•	•	•	•	•
Annual Sponsorship Conference Perks					
Conference Registrations	6	4	4	3	2
Exhibitor Booth	•	•	•	•	•
Conference Perks	All	Choice of Two	Choice of One	Choice of One	Choice of One
	<ul style="list-style-type: none"> • Speaking at, or moderating, a session of choice (except keynote or innovation session) • Gala Banquet • Conference App 	<ul style="list-style-type: none"> • Keynote session(s) • Logo on all photo booth outputs • Carpooling bus/transit • Mixer event or tour during the year (non-conference timing) 	<ul style="list-style-type: none"> • Innovation Session • Lunch sponsor (Wed, Thurs) • Re-Cycle Market Place • Welcome reception (Wednesday night) 	<ul style="list-style-type: none"> • Plenary sessions (choice of any except Innovation session or Keynote session(s)) • Lunch sponsor (Friday) • Table wine for banquet • AGM refreshments • Banquet entertainment • Drink tickets – Welcome Reception 	<ul style="list-style-type: none"> • Concurrent sessions (choice of any) • Refreshment breaks • Tours • Grassroots and students attendance • Speaker Expenses

To sponsor a specific event, visit our [Event Sponsorship page](#). If you're looking for a more flexible option, explore our [À La Carte Sponsorship](#) opportunities.

RCA Annual Municipal Membership+

RCA Annual Municipal Membership PLUS offers a comprehensive membership option that provides ongoing benefits throughout the year. This is a distinct option separate from the basic Municipal RCA membership. For details about the basic Municipal membership, [please visit our website.](#)

○ Support the RCA with Annual Municipal Membership+

- Annual RCA membership
- Conference sponsorship with exclusive opportunities
- Mentions in RCA communications
- Access to networking events
- Providing year-round support of RCA initiatives and mission

○ Steps:

- Choose your dollar value on the '[Annual Sponsorship Slide](#)' and receive those same benefits included with your RCA membership
- Conference sponsorship with exclusive opportunities

Event Sponsorships

For organizations interested in sponsoring a single RCA event rather than committing to an annual sponsorship package, there are several opportunities to choose from, including the Annual RCA Circular Economy Conference, RCA Explore Circularity Day, and Networking Sessions.

	Premier Event Sponsor \$7500	Partner Event Sponsor \$5000	Contributor Event Sponsor \$3500	Supporter Event Sponsor \$2500
Event Registrations	2	2	2	1
Sponsorship Item Choices	<ul style="list-style-type: none"> • Session of choice • Meal of choice (breakfast or lunch) • Networking Reception 	<ul style="list-style-type: none"> • Session of choice • Moderator Opportunity • Venue 	<ul style="list-style-type: none"> • Breakfast (if not already selected by Premier sponsor) • Lunch (if not already selected by Premier sponsor) • Reception Drinks 	<ul style="list-style-type: none"> • Networking Break • Grassroots or student registrations
Exhibitor Booth	•	•	•	•
General Support for RCA & Its Mission	•	•	•	•
Event Perks: Program, Website, Social Media	•	•	•	•
Feature Social Media Post	2	1		

Event Sponsorship

Sponsor the **2025 RCA** **Circular Economy Conference**

Theme - Shoot for the Stars

 October 22nd to 24th, 2025

 The Fairmont Jasper Park Lodge in Jasper, AB

Want to be part of Alberta's premier circular economy conference? Put yourself center stage and showcase your organization to an international audience of hundreds of decision-makers, businesses, and thought leaders for three action-packed days.

2024 Event
Stats:

400+ attendees

42 speakers

34 sponsors



Event Sponsorship

Sponsor RCA Explore Circularity Day (ECD)

2026 ECD Topic of Exploration: **Textiles**



Spring 2026

Let's explore ways to make the textile industry more circular! Help make this event a success by sponsoring the day including sessions and/or networking opportunities. Your support will help create a space for meaningful and impactful dialogue for all attendees.

#ECD2026



À La Carte Sponsorships

This is the option for those looking to support RCA initiatives without a full sponsorship package. No annual commitment required. À la carte sponsorships start at **\$2,500**—email info@recycle.ab.ca for more details.

1 WEBINARS

2 WORKSHOPS

3 CE LITERACY PROGRAMMING

4 RESOURCE HUB

5 CUSTOM OPTIONS AT RCA EVENTS

6 NETWORKING OPPORTUNITIES

Meetups, golf tournaments, facility tours, field trips, or thrift fashion shows.

7 RCA CIRCULAR EVENTS CALENDAR

The RCA's website features a Circular Events Calendar where members and non-members can explore events in Alberta and beyond.

8 RCA CONFERENCE A LA CARTE OPTIONS:

- Hospitality suite
- Carpooling bus/transit
- Event photographer
- Specific sessions/tours as negotiated
- Custom options like – oxygen bar, Dark-Sky, virtual-golf experience
- Jasper community investment activity
- Items not already claimed in other sponsorship packages



CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES

By sponsoring the RCA, your organization is guaranteed to be noticed as a prominent supporter of [circular economy](#) initiatives in Alberta.

[Other ideas?](#)

Contact us at info@recycle.ab.ca to discuss! We love to get creative.



RCA