

SPONSORSHIP PACKAGE

Explore Circularity Day

This Year's Topic of Exploration:

**Unlocking
Circularity's Potential
for Industry**

 March 9, 2027

 NAIT | Edmonton, AB

Sponsor Explore Circularity Day

On March 9, 2027, the Recycling Council of Alberta will present its 3rd Annual Explore Circularity Day, focusing on circularity in industry.

The day will bring together industry leaders, innovators, researchers, policymakers, investors, and circular economy practitioners to explore how Alberta can use resources more efficiently — avoiding waste, extending the life of products and materials, and turning industrial byproducts and residuals into valuable inputs, new products, and economic opportunities.

Through inspiring examples and candid conversations, we'll examine the strategies, technologies, partnerships, and business models that can reduce costs, unlock value, build resilience, improve resource productivity, and keep materials and value in circulation longer.

Why Alberta? Why now? Alberta has a strong industrial foundation, entrepreneurial spirit, and a reputation for getting things done. Circularity builds on those strengths — helping businesses find efficiencies, reduce costs and risk, strengthen supply chains, and create new economic opportunities. In 2027, it's time to connect the dots.

Help make this event a success

Sponsor the day — including sessions and networking opportunities. Your support will help create a space for meaningful and impactful dialogue for all attendees, and puts your organization in front of the people building Alberta's circular economy.

DATE

March 9, 2027

LOCATION

NAIT | Edmonton, AB

FORMAT

One-day, single stream

Dates, venue, and attendance targets are being finalized. This package will be updated as details are confirmed.

What is Explore Circularity Day?

An annual Recycling Council of Alberta event designed to take a deep dive into an emerging or complex topic — a place to explore ideas, ask tough questions, challenge conventional thinking, and learn from the organizations already putting circularity into practice. In 2027, we're exploring industrial circularity in Alberta.

Sponsorship levels and benefits

Benefits	Presenting Sponsor \$7,500	Partner Sponsor \$5,000	Supporting Sponsor \$2,500	Friend Sponsor \$1,000	Other Contact for details
# AVAILABLE	1 – 2	4 – 6	4 - 6	Unlimited	Examples include technical services, delegate and speaker gifts, lanyards, transportation, and more. Contact us to build the right package to showcase your products and services.
NAMING RIGHTS	Primary event space plus any Group A item	Any Group A item	Any Group B item	—	
DAY-OF RECOGNITION program, sponsor signage	Included Plus on-stage verbal recognition and opportunity to moderate	Included Plus on-stage verbal recognition	Included Logo	Included Name only	
PRE-EVENT RECOGNITION website, social media	Included - Newsletter article, interview, or special feature - Social media announcement post - Announcement at RCA Conference (<i>if timing allows</i>) - Name and logo on website and social media posts	Included - Social media announcement post - Name and logo on website and social media posts	Included Name and logo on website and social media posts	Included Logo on website	
# REGISTRATIONS	4	2	1	Choose 1 registration or exhibitor table	
EXHIBITOR TABLE optional	Included	Included	Included	Choose 1 registration or exhibitor table	
NEWSLETTER RECOGNITION	2	1	—	—	—

Group A

- Keynote speaker session
- Circularity in Industry Session (3 to 4)
- Breakfast
- Lunch
- Post-event networking mixer

Group B

- Inclusion Passes
- Morning refreshment break
- Afternoon refreshment break
- Networking mixer beverage tickets
- Industry Day Tours (Pending)

Members and reach

330+

Members —
municipalities, businesses,
and individuals in the
waste management and
recycling sectors across
Alberta.

570+

Subscribers to our
monthly Connector
newsletter and our
popular Newsflashes, with
a high open rate.

150+

Anticipated attendees at
the 2027 ECD event.

Social media and web reach

- 200,000+ annual content impressions across RCA social channels
- 3,500+ unique monthly website visits
- 4,600+ LinkedIn followers
- 1,200+ Instagram and Facebook followers

We host great events



BECOME A SPONSOR

Help make Explore Circularity Day 2027 a success.

Presenting Sponsors will be announced at the RCA's annual conference, alongside the Explore Circularity Day teaser session. Confirm early to be part of that announcement.

PRESENTING

\$7,500

PARTNER

\$5,000

SUPPORTING

\$2,500

FRIEND

\$1,000

EMAIL
info@recycle.ab.ca

PHONE
(403) 879-5123

ONLINE
recycle.ab.ca