

**20  
24**

**AFPA**

# **EVENTS & SPONSORSHIP**

**CELEBRATING 50 YEARS**



**Industry Conference - Golf Classic - AGM - 50th Anniversary Gala -  
Alberta Food & Beverage Awards**

# LET'S CELEBRATE



## CHEERS TO 50 YEARS!

2024 marks a milestone year for AFPA. For 50 years, our association has served as the representative voice of Alberta's food and beverage industry. As the longest-standing food & beverage association in the country, we are proud to look back on all we have achieved as we continue to effectively serve our industry and our members.

This year promises to be exceptional as we embark on various industry events to mark our 50th anniversary.

We invite you to join us in honoring 50 years of AFPA, and to show your support by becoming a sponsor.

## SAVE THE DATES

Wednesday, April 17th  
Safety & Marketing Conference  
Calgary

Tuesday, April 30th  
Safety & Marketing Conference  
Edmonton

Friday, June 14  
AFPA AGM & Keynote  
50th Anniversary Gala and  
Food Awards  
Renaissance Hotel, Edmonton

Friday, September 13th  
AFPA Golf Classic  
Kananaskis Country Golf Course

# LET'S COME TOGETHER

As we stand on the cusp of the Alberta Food Processors Association's 50th anniversary, I am thrilled to reach out to each of you to reflect on our remarkable journey and extend an invitation to celebrate together. Over the past five decades, AFPA has evolved into a cornerstone of the local food and beverage industry, thanks to the dedication and hard work of leaders who have paved the way for our current success. This milestone is not merely a moment in time but an opportunity to honor the past, inspire the present, and empower the future leaders of our vibrant community.

In-person events hold a special place in our hearts, serving as the lifeblood of our industry. Networking and building connections are crucial elements that drive collaboration and innovation. We are counting on your support to make this year's events memorable and impactful. I encourage you to get involved, whether through sponsoring one of our signature events, signing on as a corporate sponsor, or simply attending a function.

Our goal is to strengthen and enforce associate partnerships while bringing back staple industry events like the conference and Food and Beverage Awards. The Annual Golf Classic, a longstanding favorite, has been elevated to one of our country's most beautiful and sought-after courses, and our 50th Anniversary Gala and Alberta Food and Beverage Awards are exceptional opportunities to showcase the achievements in our local food and beverage space.

Your participation and sponsorship are integral to making this anniversary year exceptional. Let's build on our achievements, inspire one another, and continue shaping the future of the Alberta food and beverage industry.

Cheers to 50 Years!

Bianca Parsons, Executive Director  
Alberta Food Processors Association

# EVENT DETAILS & REGISTRATION

Visit: [https://afpa.com/industry\\_events](https://afpa.com/industry_events) to register

## AFPA FOOD FORUM: FOOD SAFETY & MARKETING CONFERENCE APRIL 17 (CALGARY), APRIL 30 (EDMONTON)



### **REGISTRATION: \$75**

Registration includes full access to one day in Calgary or Edmonton, a buffet breakfast, and a Made in Alberta lunch.

To best accommodate members from all across the province, AFPA will be hosting 2 one-day Food Safety & Marketing Conferences, April 17th in Calgary and April 30th in Edmonton.

The aim of these events is to elevate food safety and business brilliance in our industry. Topics will address testing, labeling, and identifying non-conformities in GFSI audits, how to enhance your online marketing presence, as well as cyber-security and artificial intelligence in a digital age. A keynote presentation featuring AdFarm will address new innovations in Ag Marketing.

## AFPA AGM & KEYNOTE PRESENTATION FRIDAY, JUNE 14 RENAISSANCE HOTEL, EDMONTON INTERNATIONAL AIRPORT



### **REGISTRATION: \$50**

Registration includes keynote address and Made in Alberta lunch.

To mark 50 years as the leading voice of Alberta's food and beverage industry, AFPA is excited to announce a very special keynote speaker for this event. This is one you won't want to miss!

Following the AGM, guests are invited to attend a special tour of the Food Processing Development Centre - a modern, 65,000 square foot pilot plant and product development laboratory in Leduc, AB.

# EVENT DETAILS & REGISTRATION

Visit: [https://afpa.com/industry\\_events](https://afpa.com/industry_events) to register

## AFPA'S 50TH ANNIVERSARY GALA & ALBERTA FOOD & BEVERAGE AWARDS

**FRIDAY, JUNE 14**

**RENAISSANCE HOTEL, EDMONTON INTERNATIONAL AIRPORT**



### **REGISTRATION: \$150**

50% off guest registration in honor of 50 years!

Ticket price includes cocktail reception, four-course Made in Alberta dinner, and Awards presentation.

### **FOOD & BEVERAGE AWARDS SUBMISSIONS**

**\$100 / Entry**

Join us as we ring in 50 years in style with a four-course plated dinner and gala reception at the Renaissance Hotel, Edmonton's only 4 Diamond Lifestyle Hotel. Guests will be treated to a customized Made in Alberta meal as we honor 5 decades of industry leaders with a special Legacy Awards program.

The evening also marks the return of AFPA's Alberta Food and Beverage Awards, which will see winners in 13 categories, including beverages, cereal products, condiments & sauces, dairy products, fish & seafood, growers, meat, oils & seasoning, pasta & noodles, prepared foods, snack foods, and sweets & candy. Members will be invited to submit their applications to be judged by a panel of industry experts with awards being handed out at our 50th Anniversary Gala and Food Awards, June 14th.

Award categories & criteria to be announced February 27th, along with an invitation to enter. Submission deadline - April 22nd. Winners will be announced at AFPA's 50th Anniversary Gala and Alberta Food & Beverage Awards, June 14th.

**ALBERTA**  
*food & Beverage*  
**A W A R D S**



# EVENT DETAILS & REGISTRATION



Visit: [https://afpa.com/industry\\_events](https://afpa.com/industry_events) to register

## AFPA'S ANNUAL GOLF CLASSIC

**FRIDAY, SEPTEMBER 13**

**KANANASKIS COUNTRY GOLF COURSE**



**REGISTRATION: \$325/ GOLFER  
\$1,200 (GROUP OF 4)**

Ticket price includes 18 holes, power cart, drink tickets, cocktail reception, steak dinner, prizes, Kananaskis Golf Shop voucher, and a custom boodle bag for each golfer.

**10% off when you  
register by July 15th**

Set against the majestic landscape of Alberta's Rocky Mountains, Kananaskis Country Golf Course is a 36-hole course in Kananaskis Valley, consisting of two course layouts: Mt Kidd and Mt Lorette. Golfers will be treated to amazing views as they take part in what has become a much-anticipated AFPA tradition.

AFPA's Annual Golf Classic includes 18 holes, breakfast, and a custom Made in Alberta post-tournament cocktail hour and steak-dinner reception, complete with incredible prizes and give-aways.



# AFPA INDUSTRY CONFERENCE

April 17th (Calgary) and April 30th (Edmonton)

## SPEAKER SPONSOR

**\$ 1,500**

Elevate your presence and engage directly with the audience through this comprehensive sponsorship opportunity.

2 conference registrations  
(\$150 value)

1 exhibitor table top  
(\$250 value)

Logo displayed on-screen  
and on all signage and  
marketing materials

1 custom social media post

## KEYNOTE SPONSOR

**\$ 3,500**

Maximize your brand impact with this **exclusive** sponsorship opportunity.

4 conference registrations  
(\$300 value)

1 exhibitor table top  
(\$250 value)

Premium logo placement  
on-screen and on all signage  
and marketing materials

Opportunity to introduce  
keynote speaker

30-second commercial  
played at start of day and  
before keynote

3 custom social media posts

Digital Ad on AFPA website  
(30 days)

## CONFERENCE SPONSOR

**\$650**

Show your support for the industry while taking advantage of great savings and highlighting your company!

2 conference registrations  
(\$150 value)

25% discount on  
exhibitor table top

Logo displayed on-screen  
and on all signage and  
marketing materials

1 custom social media post

HAVE AN IDEA ON HOW TO CUSTOMIZE THIS SPONSORSHIP OPPORTUNITY?  
CONTACT MEGHAN TODAY!



780-232-2422



[meghan@afpa.com](mailto:meghan@afpa.com)

# AGM & KEYNOTE ADDRESS

FRIDAY, JUNE 14,  
RENAISSANCE HOTEL, EDMONTON INTERNATIONAL AIRPORT

## PRESENTING KEYNOTE SPONSOR

**\$ 5,000**

As the presenting keynote sponsor, your company will be front and center as we welcome one of our industry's most influential players. This is a can't miss event and a one-of-a-kind sponsorship opportunity!

4 AGM Tickets  
(\$200 value)



2 Gala Tickets  
(\$300 value)

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Opportunity to introduce keynote speaker on-stage

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Premier logo placement on all AGM signage and marketing materials

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Logo displayed on-screen during Keynote

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Special mention in 50th Anniversary Magazine

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Digital ad on AFPA website ( 30 days )

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[meghan@afpa.com](mailto:meghan@afpa.com)



# Alberta Food & Beverage Awards & 50th Anniversary Gala

FRIDAY, JUNE 14,  
RENAISSANCE HOTEL, EDMONTON INTERNATIONAL AIRPORT

## GOLDEN ANNIVERSARY SPONSOR

**\$ 3,500**

Let your support for our industry shine bright with this premium sponsorship opportunity, while enjoying exclusive access to the premier event of the year!

Premium private table set with special gold chargers and a bottle of champagne.

Includes 8 Gala Tickets  
(\$1,400 value)

4 AGM tickets  
(\$200 value)

Special on-stage mention  
at Awards Gala

Premium logo placement  
on-screen and on all event  
signage & marketing  
materials

Recognition in Special  
Edition 50th Anniversary  
Magazine

3 custom social media posts

## GOLDEN GALA EXPERIENCE PACKAGE

**\$ 2,500**

Help us make this event an unforgettable experience by sponsoring a custom experience.  
**Contributions in cash or in-kind.**

2 Gala Tickets  
(\$300 value)

2 AGM Tickets  
(\$100 value)

Logo placement on-screen  
and on all event signage &  
marketing materials

Opportunity to showcase  
your product/brand to the  
who's who of Alberta's food  
and beverage industry at  
the premier AFPA event of  
the year

## FOOD AWARDS SPONSOR

**\$ 2,500**

Join us in celebrating the best our industry has to offer by sponsoring one of 14 Alberta Food Awards!

2 Gala Tickets  
(\$300 value)

2 AGM Tickets  
(\$100 value)

Your company name  
engraved on 1 Food Award  
of your choice

Special mention in all  
media announcements and  
50th anniversary magazine

Logo displayed on-screen  
and on all event signage &  
marketing materials



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# AFPA ANNUAL GOLF CLASSIC

FRIDAY, SEPTEMBER 13  
KANANASKIS COUNTRY GOLF COURSE

## EVENT SPONSOR

**\$ 5,000**

This is your opportunity to put your company name on the most **exclusive** golf tournaments in the industry.

4 golf registrations  
(\$1,300 value)

Opportunity to deliver  
welcome toast at reception

Premier logo placement  
on-screen and on event  
signage, marketing  
materials, and golf card

Logo on winner's trophy

30-second commercial  
played at reception dinner

3 custom social media posts

Digital Ad on AFPA website  
(30 days)

## BEVERAGE SPONSOR

**\$ 3,500**

Through a combination of cash and in-kind contributions, this sponsor opportunity is sure to make a big impression!

2 golf registrations  
(\$650 value)

Sponsor logo on all liquor  
tickets & bar signage

Logo displayed on-screen  
and on event signage,  
marketing materials, and  
golf card

Customized cocktail/beer  
served at reception  
(\$1,500 product value)

1 custom social media post

## TROPHY SPONSOR

**\$ 1,000**

Help us celebrate the winners of  
Closest to the Pin  
Longest Drive and Longest Putt

2 golf registrations  
(\$650 value)

Logo on trophy / prize  
of your choice

Logo displayed on-screen  
and on event signage,  
marketing materials, and  
golf card

1 custom social media post

Golf Sponsorships Continued

HAVE AN IDEA ON HOW TO CUSTOMIZE THIS SPONSORSHIP OPPORTUNITY?  
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meghan@afpa.com





#### **HOLE SPONSOR**

**\$ 1,000**

Make your mark with a hole sign displaying your company logo!

2 golf registrations  
(\$650 value)

Special signage at tee

Logo displayed on-screen and on event signage, marketing materials, and golf card

#### **SPECIAL HOLE SPONSOR**

**\$ 1,200**

Customize your own special-hole experience! Get creative and host an on-course activity or prize giveaway nobody will forget!

2 golf registrations  
(\$650 value)

Unique opportunity to make a big impression

2 dinner passes for hole staff  
(\$200 value)

Logo displayed on-screen and on event signage, marketing materials, and golf card

Special signage at tee

#### **BOODLE BAG DONATIONS**

**150 UNITS  
MIN. DONATION**

Take advantage of this opportunity for great brand exposure!

Donate a give-away product to be included in each golfer's boodle bag

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# CORPORATE SPONSOR OPPORTUNITIES

**\$ 15,000**

**GOLD**

This premier sponsorship represents a significant commitment to the continued success of AFPA. As well as being the title sponsor of our 50th Anniversary & Food Awards, you will be recognized across multiple events, publications, and digital platforms over the course of the year.

**Title Sponsor** of AFPA's 50th Anniversary and Food Awards Celebration

Premium private table set with gold chargers and a bottle of champagne.

Includes 8 Gala Tickets (\$1,400 value)

4 AGM tickets (\$200 value)

30 second promotional video played at Gala reception ; premier recognition in all marketing materials and awards presentation video

Special Feature in 50th Anniversary Magazine

Hole Sponsor at AFPA Golf Classic; Includes 4 golf registrations (\$1,200 value)

Corporate Sponsor Recognition at AFPA Conferences, Website, and Magazines

Digital Ad on AFPA Website (90 Days)

**\$ 10,000**

**SILVER**

Set amongst two of Canada's most majestic golf courses, AFPA's much anticipated Annual Golf Classic at the Kananaskis Country Golf Course is sure to impress. Join us in hosting this one-of-a-kind experience and take advantage of numerous perks and recognition opportunities throughout the year.

**Title Sponsor** of AFPA Golf Classic in Kananaskis;

Includes 4 golf registrations (\$1,200 value)

Hole Sponsorship

Winning Team Prize Sponsor (\$1,000 value)

Title sponsor recognition on all golf marketing materials and event signage

Opportunity to speak at golf reception

Sponsor Recognition at 50th Anniversary Gala & Food Awards; Includes 4 Gala tickets (\$600 value)

4 AGM tickets (\$200 value)

Corporate Sponsor Recognition at AFPA Conferences, Website, and Magazines

Digital Ad on AFPA Website (60 Days)

**\$ 7,500**

**BRONZE**

Corporate sponsors take advantage of a variety of supporting opportunities over the course of the year, earning them continuous recognition as proud supporters of our association.

Corporate Sponsor Recognition at AFPA Conferences, Website, and Magazines

Hole Sponsor at Golf Classic; Includes 2 golf registrations (\$600 value)

Sponsor Recognition at 50th Anniversary Gala & Food Awards; Includes 2 Gala tickets (\$300 value)

2 AGM tickets (\$100 value)

Digital Ad on AFPA Website (30 Days)





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# THANK YOU

None of this would be possible without the ongoing support of you, our members.

**We ask you to continue that support by signing up as an event or corporate sponsor.**

Let's honour 50 years of AFPA Excellence together!

## CONTACT US TODAY!

Meghan Rennick, Project Manager & Sponsorship Lead

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Visit  
[https://afpa.com/industry\\_events](https://afpa.com/industry_events)  
[to register!](#)

