



## **The Association of Country Music in Alberta (ACMA™)**

### **Sponsorship Opportunities**

*Do you love Country Music?*

*Are you interested in supporting Alberta's Country Music Community?*

*Does your company believe in family and community?*

*Would you like to reach like-minded individuals?*

If you answered "yes!" to any of these questions, we have a variety of sponsorship opportunities available to you!

\*\*Please note: if you don't see something here that meets your budget or marketing goals don't fret! We are happy to work with you on a custom sponsorship package.

Here is some more, specific information about the ACMA™:

Our Mission Statement is: To develop, nurture and promote Alberta Country Music and its artists and to support the Alberta Country Music Industry and its Alberta based companies to the best of our ability.

Our Membership consists of a wide-variety of individuals and companies: from Singers, Performers and Musicians; to Songwriters, Producers, Engineers, Recording Studios, Record Companies, Live Music Venues, Festivals, Artist Managers, Publicists, and of course Country Music Fans!

The ACMA™'s flagship event is the annual ACMA™ Awards Show and ACMA™ Awards Weekend, which takes place each January in Red Deer, Alberta. Over the course of the year, the ACMA™ also hosts seminars for our members, plus we offer our membership a variety of performance opportunities.

## ACMA™ Sponsorship Opportunities

### DIAMOND SPONSORSHIP

#### YEAR ROUND BENEFITS:

- Your company name and logo placed on the Home Page of the ACMA™ website, including an embedded link to your company website.
- Your company name and logo included in the monthly ACMA™ e-newsletter, sent to the entire ACMA™ membership
- The opportunity to place your corporate banner at any ACMA™ sanctioned event. This includes the ACMA™ Awards, and ACMA™ Fan Fest.  
(We will also inquire on your behalf about banner placement at other events the ACMA™ is a part of. Sorry, no guarantees.)
- The opportunity to access our membership via four unique E-Newsletters per calendar year.
- The opportunity to access our membership and beyond via four unique Social Media Posts per calendar year. (The same post shared on all platforms)
- The opportunity to offer “perks” from your company to the ACMA™ Membership.
- Two Corporate Memberships.
  - If your two designated members are residents of the province of Alberta, this will include:
    - The opportunity to vote at our annual AGM
    - The 2 Corporate Members are eligible to attend ACMA™ Workshops/Seminars
    - The 2 Corporate Members will have the opportunity to attend ACMA™ Special Events
  - If your designated members do not reside in the province of Alberta, all of the perks of membership will apply, with the exception of:
    - The 2 Corporate Members are not eligible to vote at ACMA™ AGM
- Any special discounts offered to all ACMA™ members

#### ACMA™ AWARDS SHOW BENEFITS:

- 10 tickets to the ACMA™ Awards Show and Gala Dinner
- One table with prime placement at the ACMA™ Awards and Gala Dinner. (Seating 10 people.)
- Guaranteed to be one of the first tables to be served dinner.
- Company Logo displayed at your table
- Full page advertisement in the ACMA™ Awards Show Program
- Company Logo displayed on Awards Show big screens
- The opportunity to place a banner near the entrance to the Awards show.
- The opportunity to present an award at the ACMA™ Awards show.

YOUR INVESTMENT: \$5000.00

## ACMA™ Sponsorship Opportunities

### **GOLD SPONSORSHIP**

#### YEAR ROUND BENEFITS:

- Your company name and logo placed on the ACMA™ website, including an embedded link to your company website.
- Your company name and logo included in the monthly ACMA™ e-newsletter, sent to the entire ACMA™ membership
- The opportunity to access our membership via two unique E-Newsletters per calendar year.
- The opportunity to access our membership and beyond via two unique Social Media Posts per calendar year. (The same post shared on all platforms.)
- The opportunity to offer “perks” from your company to the ACMA™ Membership.
- Two Corporate Memberships.
  - If your two designated members are residents of the province of Alberta, this will include:
    - The opportunity to vote at our annual AGM
    - The 2 Corporate Members are eligible to attend ACMA™ Workshops/Seminars
    - The 2 Corporate Members will have the opportunity to attend ACMA™ Special Events
  - If your designated members do not reside in the province of Alberta, all of the perks of membership will apply, with the exception of:
    - The 2 Corporate Members are not eligible to vote at ACMA™ AGM
- Any special discounts offered to all ACMA™ members

#### ACMA™ AWARDS SHOW BENEFITS:

- 4 tickets to the ACMA™ Awards Show and Gala Dinner
- Company Logo displayed at your table
- Half page advertisement in the ACMA™ Awards Show Program
- Company Logo displayed on Awards Show big screens
- The opportunity to place a banner near the entrance to the Awards show.

YOUR INVESTMENT: \$2500.00

## ACMA™ Sponsorship Opportunities

### SILVER SPONSORSHIP

#### YEAR ROUND BENEFITS:

- Your company name and logo placed on the ACMA™ website, including an embedded link to your company website.
- Your company name and logo included in the monthly ACMA™ e-newsletter, sent to the entire ACMA™ membership
- The opportunity to access our membership via one unique E-Newsletter per calendar year.
- The opportunity to access our membership and beyond via one unique Social Media Post per calendar year. (The same post shared on all platforms.)
- The opportunity to offer “perks” from your company to the ACMA™ Membership.
- Two Corporate Memberships.
  - If your two designated members are residents of the province of Alberta, this will include:
    - The opportunity to vote at our annual AGM
    - The 2 Corporate Members are eligible to attend ACMA™ Workshops/Seminars
    - The 2 Corporate Members will have the opportunity to attend ACMA™ Special Events
  - If your designated members do not reside in the province of Alberta, all of the perks of membership will apply, with the exception of:
- The 2 Corporate Members are not eligible to vote at ACMA™ AGM
- Any special discounts offered to all ACMA™ members

#### ACMA™ AWARDS SHOW BENEFITS:

- 2 tickets to the ACMA™ Awards Show and Gala Dinner
- Quarter page advertisement in the ACMA™ Awards Show Program
- Company Logo displayed on Awards Show big screens

YOUR INVESTMENT: \$1000.00

## ACMA™ Sponsorship Opportunities

### BRONZE SPONSORSHIP

#### YEAR ROUND BENEFITS:

- Your company name and logo included in the monthly ACMA™ e-newsletter, sent to the entire ACMA™ membership
- The opportunity to offer “perks” from your company to the ACMA™ Membership.
- Two Corporate Memberships.
  - If your two designated members are residents of the province of Alberta, this will include:
    - The opportunity to vote at our annual AGM
    - The 2 Corporate Members are eligible to attend ACMA™ Workshops/Seminars
    - The 2 Corporate Members will have the opportunity to attend ACMA™ Special Events
  - If your designated members do not reside in the province of Alberta, all of the perks of membership will apply, with the exception of:
    - The 2 Corporate Members are not eligible to vote at ACMA™ AGM
- Any special discounts offered to all ACMA™ members

#### ACMA™ AWARDS SHOW BENEFITS:

- 50% Discount on the purchase of 2 ACMA™ Awards Show and Gala Dinner tickets
- 50% Discount on an advertisement placed in the ACMA™ Awards Show Program
- Company Logo displayed on Awards Show big screens

YOUR INVESTMENT: \$500.00

## ACMA™ SPONSORSHIP OPPORTUNITIES

### ACMA™ AWARDS SHOW & WEEKEND ONLY SPONSORSHIP

#### ACMA™ Award Sponsor:

Your company will be the exclusive title sponsor of one ACMA™ Award category presented during the ACMA™ Awards Show. (Rising Star, Male Artist of the Year, Female Artist of the Year, Group/Duo of the Year, Fan's Choice, Single of the Year, Album of the Year, Song of the Year, Video of the Year, Musician of the Year, Industry Person of the Year, Talent Buyer of the Year, Horizon Youth Award, Entertainer of the Year, Country Venue of the Year and Radio Station of the Year.)

#### Benefits:

- ACMA™ Award handed out with company recognition by Award Emcee/s.
- The opportunity to assist in giving away the sponsored award during the ACMA™ Awards show
- The opportunity to place a company banner in the ACMA™ Awards & Gala Dinner ballroom.
- Company logo displayed on the awards show big screens.
- 2 tickets to all ACMA™ Awards Weekend official events: Gala Dinner and Awards, Round Table Discussions, Seminars, Songwriter's Event, Industry Awards & Kick-Off Party,

Your Investment: \$700.00

#### General ACMA™ Awards Weekend Sponsor:

#### Benefits:

- The opportunity to place one item in the ACMA™ Awards Weekend Delegate Bags
- The opportunity to place a company banner in the ACMA™ Awards & Gala Dinner ballroom
- Company Logo displayed on award show big screens
- 2 tickets to all ACMA™ Awards Weekend official events: Gala Dinner and Awards, Round Table Discussions, Seminars, Songwriter's Event, Industry Awards & Kick-Off Party,

Your Investment: \$350.00