



Tuesday, May 3, 2011
Shaw Conference Centre Halls A, B, C

www.yourewelcomeedmonton.com

Over ten years ago, the Industry Services and Meetings & Business Travel Committees of Edmonton Tourism came together in an effort to develop a made in Alberta initiative that understood the importance of local frontline and back of house service and the impact those services had in the tourism, service and hospitality industry within the Alberta's Capital Region.

In 2001, funding mechanisms were developed to create the first YWE Gala. A total of 334 nominations for 223 nominees in 14 categories were collected that year. The YWE Awards has grown over the last decade and has developed more categories to recognize even more champions in exemplary service. In 2007, the nominations committee worked to create new nominations categories which follow the Canadian Tourism Human Resource Council (CTHRC) guidelines. The Canadian Tourism Human Resource Council (CTHRC) breaks down Alberta's tourism into five component industry groups. Based on these following five groups: accommodation, food and beverage services, transportation, recreation and entertainment, and travel services; the YWE committee developed and amended its categories to a total of 18 categories. The program has now expanded to recognize 1892 nominations in 18 categories as an increasing number of people identify the importance that the tourism and service industries play in the growth of the city. The YWE Gala has become one of Alberta's largest recognition programs in the tourism and hospitality industry.

Every year, with the feedback and input from Industry Partners, the program adapts to the changes in the industry. The program is supported financially through the generous contributions of our sponsors, funding from Edmonton Tourism and ticket sales. The YWE Awards program was designed to be self-sustaining. Industry support was sought for all aspects of the program and continues to be the foundation for the program. Industry support comes in the form of commitment to work on a committee, or providing supplies and/or services in order to enhance one or more of the program's components.

With the celebration of our 10th Annual YWE taking place last May, a change in format has been identified as necessary to allow for its continued growth and success. With these proposed changes, an adaptation in our sponsorship matrix has been developed to support this.

Sponsorship Opportunities:

Gala Night Presentation Sponsors - \$5000.00 Cash (Platinum)

As a Gala Night Presentation Sponsor, your organization will be affiliated with all aspects of the program including the gala night event. This unique opportunity enables your organization to demonstrate its support and commitment to the You're Welcome Edmonton Program and enables your product or service to be associated with the overall experience.

Exposure & Recognition:

- Limit of 18 spots available
- Award category name recognition at Awards Gala Event
- Press release coverage
- YWE print and collateral advertising including popup displays used at other various Edmonton Tourism events throughout the year
- Local media exposure
- Event night 1/2 page advertising feature in program, on table cards, posters, banners and on screens throughout the evening
- Logo recognition on poster and banner display at Meet the Winner Event
- Opportunity to have GOBO display (provided by you)
- Company logo on You're Welcome Edmonton website with link to your company's website

Participation:

- 1 Complimentary table to the Gala Event (8 tickets)
- 6 Volunteer and Sponsor Recognition Event Tickets
- 6 tickets to Meet the Winner Event
- Presenter or designate receives 2 spots in the Edmonton Tourism Golf Classic being held in July 2011
- 3 Years of sponsorship guaranteed with first right of refusal at time of renewal

Gala Night Food Sponsors – (Diamond))

As a Gala Food Sponsor, your organization will be integral to the gala night event. This unique opportunity enables your organization to demonstrate its support and commitment to the You're Welcome Edmonton Program by offering a 3 course meal to approximately 120 of Edmonton's most outstanding service providers.

The serving format for this evening will resemble "Feastival" with each **servicing section** (15-16 tables/section) being assigned a vendor for each of the three courses. Meal courses will be served buffet style throughout the presentation events and will include a salad (35 min service), main course (1 hr service) and dessert (35 min service). Please see Appendix 1 for proposed vendor layout. Please note that position placement will be on a first signed first choice basis.

Exposure & Recognition:

- Minimum of 12 spots available*
- Local media exposure
- Event night ¼ page advertising feature in program and booth signage
- Opportunity to showcase your booth at Gala event; exposure to local community
- Logo recognition on poster and banner display at Meet the Winner Event
- Company logo on You're Welcome Edmonton website with link to your company's website

Participation:

- 4 Complimentary tickets to Gala Event
- 4 Volunteer and Sponsor Recognition Event Tickets
- 4 tickets to Meet the Winner reception
- 3 Years of sponsorship guaranteed with first right of refusal at time of renewal

***12 spots based on 1400 guests in attendance, if this number is higher, more sponsorship opportunities may open up**

Program Sponsors – Contra or Cash Opportunities* (recognition level will be determined by amount of sponsorship)

- Print materials including programs, nomination cards, posters, banners, certificates etc.
- Award recipient gifts – Annual Passes for Services for 18 Award Recipients eg: Coffee for a year gift cards; a movie a month gift certificates, a massage a month gift certificate, year long magazine or newspaper subscription, flower arrangements
- Recognition plaques for organizations, finalists and sponsors
- Photography services – photos of gala night activities including all award presentations, VIP's, and award recipient portrait photos as well as a “keepsake package” for 18 Award Recipients.
Please include your ideas for the “keepsake” package with your proposal
- Nominees gifts – promotional keepsake gifts (Minimum 1200)

Exposure & Recognition

- 1/8 page (Logo only) feature in gala night program
- Company name on You're Welcome Edmonton website with link to your company's website
- Name recognition on poster display at Meet the Winner Event

Participation:

- 2 Complimentary tickets to Gala Event
- TBD on level of contribution

Supplier Sponsors – Contra Opportunities (recognition level will be determined by amount of sponsorship)*

- Décor
- Entertainment (2-3 Acts Required)
- Table linens and table settings – We are anticipating approximately 182 rounds of 8. We would prefer white table cloths with purple napkins. Formal table setting required.
- Beer/Wine at Gala dinner – We are anticipating approximately 182 tables at which we would like to provide 2 bottles of each white and red wine. The successful bidder will then be given the opportunity for sales at a cash bar reception that will take place prior to the commencement of the dinner celebration.
- Host venue of nominee interviews (Room & F&B) numbers TBD
- Sponsorship reception for 100 to be held at the Shaw Conference Centre
- Hosting of Volunteer appreciation reception
- Hosting of Meet the Winner reception in May

Exposure & Recognition

- 1/8 page (Logo only) feature in gala night program
- Company name on You're Welcome Edmonton website with link to your company's website
- Name recognition on poster display at Meet the Winner Event

Participation:

- 2 Complimentary Tickets to Gala Event
- TBD on level of contribution

Media Sponsor –

- Promotional media coverage leading up to the You're Welcome Edmonton Awards Gala Event.
- Promotional media coverage on the day of the event.
- Promotional media coverage post event (ie. sponsor thank you ad(s), congratulations to Award Recipients, ad(s) etc).

Exposure & Recognition:

Sponsor benefits can be customized to meet your specific business objectives and include the opportunity to:

- Leverage your existing marketing and promotions programs to over 600 Industry Partners
- Gain positive public profile as a company committed to recognizing excellence in our service industry and the impact it has on tourism in our Greater Edmonton Region
- Exclusivity will be made in 3 categories; Print; Radio and Television
- Event night ½ Page advertising feature in program, on table cards, posters, banners and on screens throughout the evening
- Company logo on You're Welcome Edmonton website with link to your company's website
- Logo recognition on poster and banner display at Meet the Winner Event

Participation:

- Attendance at the Gala Event
- Attendance at Volunteer and Sponsor Recognition Event Tickets
- Attendance at Invitations to Meet the Winner Event
- 3 Years of sponsorship guaranteed with first right of refusal at time of renewal



11TH ANNUAL YOU'RE WELCOME EDMONTON AWARDS

MAY 3, 2011

GIVE THE ULTIMATE TIP ... CAST YOUR VOTE FOR OUTSTANDING SERVICE
RECOGNIZING EXCELLENCE IN THE GREATER EDMONTON SERVICE INDUSTRY

SPONSORSHIP MATRIX

	PLATINUM	DIAMOND	MEDIA SPONSOR	SUPPLIER SPONSOR	PROGRAM SPONSOR
CHOICE of CATEGORY PRESENTATION	✓				
PRESS RELEASE COVERAGE	✓		✓		
AWARD PRESENTER	✓			✓	
YWE PRINT and COLLATERAL ADVERTISING	✓	✓	✓		
VOLUNTEER and SPONSOR RECOGNITION EVENT	✓	✓	✓	✓	
YWE WEBSITE LOGO RECOGNITION	✓	✓	✓	✓	
LOCAL MEDIA EXPOSURE	✓	✓	✓	✓	✓
EVENT NIGHT RECOGNITION	logo	logo	yes	logo	logo
PROGRAM RECOGNITION	program advt	program advt	yes	logo	logo
COMPLIMENTARY TICKETS	8	4	yes	2	2



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The information you provide will be used in print pieces. Please ensure it is accurate.

ORGANIZATION _____

CONTACT PERSON _____ TITLE _____

ADDRESS _____

CITY _____ POSTAL CODE _____

TEL _____ FAX _____

E-MAIL _____

We would like to sponsor the *You're Welcome Edmonton Awards* as a:

- PLATINUM Sponsor
- DIAMOND Sponsor
- MEDIA Sponsor
- SUPPLIER Sponsor
- PROGRAM Sponsor

I understand that we will receive all benefits as outlined for this level of sponsorship.

We agree to contribute \$_____ in cash and / or contra.

CASH VALUE _____ *CONTRA VALUE _____

* If contra is part of your Sponsorship, please provide a brief description, including amounts if applicable (please see our website for a list of desired items):

INVOICE AMOUNT: CASH	+ GST	=
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SIGNATURE DATE

TO DISCUSS YOUR SPONSORSHIP, CONTACT: Michael Mueller, mmueller@edmonton.com / 780-969-0449

9990 Jasper Avenue, Edmonton, AB T5J 1P7 / fax 780-425-5283
www.yourewelcomeedmonton.com



OFFER of SPONSORSHIP

Sponsorship Terms & Payments

Please fax this form to 780.425.5283 to the attention of Michael Mueller by no later than **Jan 21st 2011**. Please note that Gala Night Food Sponsors (Diamond) will select their booth location based on the order in which sponsorship commitment is received. If sponsorship documentation is not confirmed by the deadline, please be advised that not all print material exposure can be confirmed.

Once sponsorship has been confirmed, an invoice for all cash sponsorship contracts will be issued and payment must be received no later than **30** days after date of issue. Cheques should be made payable to: *Edmonton Economic Development Corporation*

Contact details

Michael Mueller

YWE Program & Conference Services Manager

Edmonton Tourism
9990 Jasper Avenue
Edmonton, Alberta
T5J 1P7

Ph: 1-780-969-0449

Cell: 1-780-246-8430

mmueller@edmonton.com

14 December 2010

Amendment

Diamond Sponsor Food Service Guidelines

Thank you again for s a Gala Food Sponsor, your organization will be integral to the gala night event. This unique opportunity enables your organization to demonstrate its support and commitment to the You're Welcome Edmonton Program by offering a 3 course meal to approximately 120 of Edmonton's most outstanding service providers.

The serving format for this evening will resemble "Festival" with each serving section (15-16 tables/section) being assigned a vendor for each of the three courses. Meal courses will be served buffet style throughout the presentation events and will include a salad (35 min service), main course (1 hr service) and dessert (35 min service). Please do note that for each service, we would like you to please keep within the below framework.

Salad Course – Salad of your choice

Main Course – Chicken or Beef (Also please do account for possible 10% vegetarian)

Dessert Course – Dessert of your choice

Remember this is your time to shine in front of the industries best

The due date for all finalized menus will be February 25th, 2011

Please do note that each sponsor will be responsible for their own kitchen / prep, display and serving equipment, as well as staff for each buffet station. No facilities will be available at Shaw conference centre.

Please do feel free to contact Michael Mueller on 780 969 0449 or mmueller@edmonton.com if you have any queries.