

SEE YOURSELF IN
EDMONTON'S
HISTORY!

SPONSORSHIP OPPORTUNITIES



CHIEF FACTOR'S BREAKFAST

VIRTUAL EDITION

supportfortedmonton.com



**FORT
EDMONTON
FOUNDATION**



**FORT
EDMONTON
FOUNDATION**

**“What we give to
future generations
will help them
understand where
we come from and
because of that, will
know where we are
going.”**

- Honorary Chief Factor,
Aaron Paquette

The **Fort Edmonton Foundation** is an Edmonton charity founded in 1969 by Rotarians, business leaders, and passionate community members. Their goal was to help preserve the history of Edmonton by rebuilding the original Fort Edmonton and creating a living history museum in the river valley.

For over fifty years, the Foundation has enabled Fort Edmonton Park to be built and expanded to encompass the fur trade era, 1885 Street, 1905 Street, and 1920 Street. Most recently, it underwent a three-year enhancement project with funding from all levels of government and the Fort Edmonton Foundation. The Park reopened to the public in July of 2021 with the new Indigenous Peoples Experience, Front Entry Plaza and Guest Services Area, expanded 1920's-style Midway, and many other enhancements.

Working in partnership with Fort Edmonton Management Company and the City of Edmonton, the Foundation continues to celebrate our region's vivid, diverse history by fundraising to develop capital projects and other initiatives at Fort Edmonton Park. We work to ensure that the story of Edmonton's past is preserved for future generations.





CHIEF FACTOR'S BREAKFAST

VIRTUAL EDITION

See yourself in
Edmonton's history!
Join us in celebrating
our past, present
and future.

2022 Chief Factor's Breakfast

Hosted by Honorary Chief Factor, Aaron Paquette
In support of the Fort Edmonton Foundation

Friday, June 17 at 10 a.m. (Virtual Experience)
Sunday, June 19 at 10 a.m. (Fort Edmonton Park Admission)

Tickets include virtual presentation on June 17, delivery of breakfast and celebration box to your door on June 17, and one (1) admission to Fort Edmonton Park on June 19.

We invite you to see yourself in Edmonton's history and learn why the Fort Edmonton Foundation is continuing efforts to preserve our past. Discover why everyone can see part of themselves at Fort Edmonton Park as we celebrate our community and all who make up the fabric of our city. The Chief Factor's Breakfast will feature exciting speakers, compelling stories, and delightful entertainment.

History of the Chief Factor's Breakfast

During the fur trade era, the Chief Factor was the highest-ranking commissioned officer in the Hudson's Bay Company, usually in charge of entire districts. Fort Edmonton's first Chief Factor was John Rowand, appointed in 1826.

Since 1974, the Fort Edmonton Foundation has held the annual Chief Factor's Breakfast at Fort Edmonton Park. The breakfast is hosted by the Honorary Chief Factor, an ambassador for the Fort Edmonton Foundation who shares our passion for Edmonton's history. The Honorary Chief Factor is dedicated to educating Edmontonians about the significance of Fort Edmonton Park to our community.

Become a Sponsor

The Chief Factor's Breakfast offers a fantastic opportunity for your business to align with the Fort Edmonton Foundation, a high-profile Edmonton charity that built Fort Edmonton Park and has supported it for over fifty years. Today, the Park is a premier cultural attraction attracting local, regional, national, and international visitors. Please review the many sponsorship opportunities on the following pages.



SPONSORSHIP OPPORTUNITIES

Multi-year
sponsorships
available!

PRESENTING SPONSOR: \$15,000 (One Available)

Name recognition in the official event title used in all advertising '*Chief Factor's Breakfast presented by (Name)*'

Advertising

- Logo recognition on sponsor package cover
- Logo and name recognition on website, Eventbrite and Facebook event pages
- Logo and name recognition on mailed invitations
- Logo, name and link on social media posts (Facebook, Twitter, LinkedIn, Instagram)
- Logo on digital billboard ads featured on Fox Drive sign
- Customized digital invitation featuring your logo
- Logo, name and link on email blasts
- Your business featured in the blog section of the Fort Edmonton Foundation website
- Logo recognition in Fall newsletter (2022) and Annual Report (2023)

Virtual Event (Friday, June 17)

- Opportunity to place promotional material in celebration boxes
- Logo and name included on postcards placed inside celebration boxes
- Celebration box delivery for 10 guests
- Logo on title and final graphic of video presentation
- 3 verbal acknowledgements in the video presentation
- Name mention in live-chat during the event
- 30 second pre-recorded greeting from your business included in the video
- Name and link in video description on YouTube and Foundation website

Fort Edmonton Park (Sunday, June 19)

- Personalized tour for 10 guests at Fort Edmonton Park*
- 10 admissions to Fort Edmonton Park on select dates in September 2022
- Opportunity for your business to activate your sponsorship at Fort Edmonton Park on Sunday, June 19

VIDEO SPONSOR: \$10,000 (One Available)

General Advertising

- Logo recognition in sponsor package
- Logo and name recognition on website, Eventbrite and Facebook event pages
- Logo and name recognition on mailed invitations
- Logo, name and link on social media posts (Facebook, Twitter, LinkedIn, Instagram)
- Logo, name and link on email blasts
- Your business featured in the blog section of the Fort Edmonton Foundation website
- Logo recognition in Fall newsletter (2022) and Annual Report (2023)

Virtual Event (Friday, June 17)

- Opportunity to place promotional material in celebration boxes
- Logo and name included on postcards placed inside celebration boxes
- Celebration box delivery for 8 guests
- Logo on title and final graphic of video presentation
- 2 verbal acknowledgements in the video presentation
- Name mention in live-chat during the event
- 30 second pre-recorded greeting from your business included in the video
- Name and link in video description on YouTube and Foundation website

Fort Edmonton Park (Sunday, June 19)

- Personalized tour for 8 guests at Fort Edmonton Park*
- 8 admissions to Fort Edmonton Park on select dates in September 2022

* Subject to Covid19 protocols



CELEBRATION BOX SPONSOR: \$7,500 (One Available)

General Advertising

- Logo recognition in sponsor package
- Logo and name recognition on website, Eventbrite and Facebook event pages
- Logo and name recognition on mailed invitations
- Logo, name and link on social media posts (Facebook, Twitter, LinkedIn)
- Logo, name and link on email blasts

Virtual Event (Friday, June 17)

- Opportunity to place promotional material in celebration boxes
- Logo and name included on postcards placed inside celebration boxes
- Celebration box delivery for 6 guests
- Logo on title and final graphic of video presentation
- 2 verbal acknowledgements in the video presentation
- Name mention in the live-chat during event

Fort Edmonton Park (Sunday, June 19)

- Personalized tour for 6 guests at Fort Edmonton Park*
- 6 admissions to Fort Edmonton Park on select dates in September 2022

Post Event

- Logo recognition in Fall newsletter (2022) and Annual Report (2023)

ENTERTAINMENT SPONSOR: \$5,000 (Five Available)

General Advertising

- Logo recognition in sponsor package
- Logo and name recognition on website, Eventbrite and Facebook event pages
- Logo and name recognition on mailed invitations
- Logo, name and link on social media posts (Facebook, Twitter, LinkedIn, Instagram)
- Logo, name and link on email blasts

Virtual Event (Friday, June 17)

- Logo included on postcards placed inside celebration boxes
- Celebration box delivery for 4 guests
- Logo on title and final graphic of video presentation
- 1 verbal acknowledgement in the video presentation
- Name mention in the live-chat during event

Fort Edmonton Park (Sunday, June 19)

- Personalized tour for 4 guests at Fort Edmonton Park*
- 4 admissions to Fort Edmonton Park on select dates in September 2022

Post Event

- Logo recognition in Fall newsletter (2022) and Annual Report (2023)

CELEBRATION BOX DELIVERY SPONSOR: \$1,500 (Sold)



General Advertising

- Logo and name recognition on website, Eventbrite and Facebook event pages
- Logo, name and link on email blasts
- Logo, name and link on Facebook post

Virtual Event (Friday, June 17)

- Logo included on postcards placed inside celebration boxes
- Celebration box delivery for 2 guests
- Name mention in the live-chat during event
- Logo recognition in video presentation

Fort Edmonton Park (Sunday, June 19)

- Personalized tour for 2 guests at Fort Edmonton Park*
- 2 admissions to Fort Edmonton Park on select dates in September 2022

FRIEND OF THE FOUNDATION SPONSOR: \$1,000 (Unlimited available)

General Advertising

- Logo and name recognition on website, Eventbrite and Facebook event pages
- Logo, name and link on email blasts
- Logo, name and link on Facebook and LinkedIn post

Virtual Event (Friday, June 17)

- Logo recognition in video presentation
- Name mention in the live-chat during event
- Celebration box delivery for 2 guests

Fort Edmonton Park (Sunday, June 19)

- Personalized tour for 2 guests at Fort Edmonton Park*
- 2 admissions to Fort Edmonton Park on select dates in September of 2022

Friends of the Foundation



SPONSORSHIP AT A GLANCE

2022 CHIEF FACTOR'S BREAKFAST SPONSOR BENEFITS	PRESENTING \$15,000	VIDEO SPONSOR \$10,000	CELEBRATION BOX \$7,500	ENTERTAINMENT \$5,000	CELEBRATION BOX DELIVERY \$1,500	FRIEND OF THE FOUNDATION \$1,000
Number of opportunities available	1	1	1	5	1	Unlimited
"Chief Factor's Breakfast presented by your name" in all advertising	•					
Logo on sponsor package cover	•					
Logo inside sponsor package	•	•	•	•		
Logo, name, and link on Eventbrite and website	•	•	•	•	•	•
Logo recognition on mailed invitations	•	•	•	•		
Logo, name and link on Eblast invitations (sent 4x)	•	•	•	•	•	•
Logo on digital billboard ads - Fox Drive sign	•					
Customized digital invitation with your logo	•					
Fort Edmonton Foundation website blog feature (1-2 minute video or 500 word article)	•					
Logo recognition in Fall newsletter (2022)	•	•	•	•		
Logo recognition in Annual Report (published 2023)	•	•	•	•		
Facebook posts	2	2	2	2	1	1
Facebook event page	•					
Twitter posts	2	1	1	1		
LinkedIn posts	2	1	1	1	1	1
Instagram posts	1			1		
Your branded promo material in celebration boxes	•	•	•			
Logo/name included on celebration box programs	•	•	•	•	•	
Celebration boxes delivered to you and guests	10	8	6	4	2	2
Logo on title and final graphic of video presentation	•	•	•	•		
Logo or name recognition in video presentation					•	•
Verbal acknowledgements in the video presentation	3	2	2	1		
Name mention in live-chat during the event	•	•	•	•	•	•
30 second pre-recorded greeting from your business included in the video	•	•				
Name and link in video description on YouTube and Foundation website	•					
Personalized tour at Fort Edmonton Park	10 ppl	8 ppl	6 ppl	4 ppl	2 ppl	2 ppl
Additional Fort Edmonton Park admissions (September 2022)	10 ppl	8 ppl	6 ppl	4 ppl	2 ppl	2 ppl
Opportunity to activate your sponsorship at Fort Edmonton Park on Sunday	•					

OTHER OPPORTUNITIES

ATTEND THE VIRTUAL CHIEF FACTOR'S BREAKFAST

Tickets: \$200 per person

Includes virtual access to the event on Friday, June 17, a celebration box delivered to your door, admission to Fort Edmonton Park on Sunday, June 19, and a charitable tax receipt for \$100. To order tickets, please visit <https://2022-chief-factors-breakfast.eventbrite.ca> or phone (780) 496-6977.

IN-KIND DONATIONS FOR EVENT GIFT BOXES

We are looking for products to include in our celebration boxes. If you are interested in donating your product to be featured in our Chief Factor's Breakfast gift boxes delivered to approximately 150-200 guests, please phone (780) 496-6977 or email admin@fortedmontonfoundation.org.

DONATE TO THE FORT EDMONTON FOUNDATION

☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1000 ☐ \$_____ (Other amount)

☐ I would like to set up a Sustaining Monthly Pledge of \$_____/month

METHOD OF PAYMENT:

☐ Visa ☐ Mastercard ☐ Cheque (Payable to Fort Edmonton Foundation)

Name on Credit Card: _____

Credit Card number: _____ Expiry date & CVC _____ Amount: _____

Billing Address: _____

City: _____ Postal Code: _____

For more information about these opportunities and the Chief Factor's Breakfast, please contact us.

Marc Quinn
Manager, Corporate Sponsorship
Fort Edmonton Foundation

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E: marc.quinn@edmonton.ca

Lori Farquharson Persaud,
Executive Director
Fort Edmonton Foundation

P: (780) 496-6978
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Charitable Registration No. 10739 4058 RR0001

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@FtEdmFoundation



@fortedmontonfoundation



@fortedmontonfoundation



SPONSORSHIP AGREEMENT

Company: _____ Contact: _____

Business Address: _____

City: _____ Postal Code: _____

Email: _____ Phone: _____

☐ **Yes, we would like to sponsor the Chief Factor's Breakfast in support of the Fort Edmonton Foundation.**

PLEASE INDICATE SPONSORSHIP LEVEL (MULTI-YEAR SPONSORSHIPS AVAILABLE)

☐ Presenting \$15,000 ☐ Video \$10,000 ☐ Celebration Box \$7,500 ☐ Entertainment \$5,000

☐ Celebration Box Delivery \$1,500 ☐ Friend \$1,000 ☐ In-Kind (Negotiable)

☐ I would like to sponsor the above for (please circle): 1 year 2 year 3 years Amount \$ _____

METHOD OF PAYMENT:

☐ Visa ☐ Mastercard ☐ Cheque (Payable to Fort Edmonton Foundation)

Name on Credit Card: _____ Amount: _____

Credit Card number: _____ Expiry date & CVC _____

☐ Billing address same as above

Billing Address: _____

City: _____ Postal Code: _____

SPONSORS TO PROVIDE:

- Sponsorship contribution and/or donation payable upon acceptance of sponsorship agreement.
- Corporate logo – vector based eps formats are preferable but a high-res jpeg (min 300 dpi) is acceptable.
- Please email this completed form to marc.quinn@edmonton.ca

Having examined and read the documents for this agreement as issued by the Fort Edmonton Foundation, I so hereby agree to provide the sponsorship in accordance with these documents and do hereby agree to accept the terms and conditions of this agreement.

Agreed to on this _____ day of _____, 2022.

Signature of authorized representative: _____ Print name: _____

Fort Edmonton Foundation Charitable Registration No. 10739 4058 RR0001

