



**Northeastern Alberta**  
**Aboriginal Business Association**

# 2024 *uniting voices of* **ABORIGINAL ENTREPRENEURS**

 *Aboriginal*  
**BUSINESS  
SHOWCASE**

APRIL 24-25, 2024

**G**  **LF**  
**TOURNAMENT**

JUNE 6, 2024



## OUR VISION

Aboriginal strength, unity, and opportunity in business.

## OUR MISSION

To be a positive catalyst for intergenerational growth in our communities across the RMWB through: leveling the economic playing field for Indigenous entrepreneurs, and creating mutually beneficial business relationships for our Members.

## OUR MEMBERSHIP

**107** Certified Full Aboriginal Members

**110** Associate Business Members







## BOARD CHAIR'S MESSAGE

*Tansi! Edlanete, Hello!*

Thank you for investing in NAABA and our membership.

Sponsoring NAABA events allows you to support and uplift Indigenous business in our region. Your involvement with NAABA provides critical opportunities for our membership, stakeholders and the community at large to come together while ensuring we continue to steward Aboriginal growth and development in the Fort McMurray-Wood Buffalo region.

Funds generated from NAABA events go directly to our organizational operations allowing us to offer Members impactful networking and professional development opportunities, access to professional business services, education and training as well as a platform for collaboration and shared knowledge. As we continue to support all members, sponsorship alignment directly impacts our ability to position our businesses to succeed through building increased capacity and ensuring long-term sustainability.

## BENEFITS TO SPONSORING NAABA EVENTS

Sponsoring a NAABA event allows you to:

- Align with an organization that is engaged in important, meaningful and impactful work
- Be elevated in the networking realm as NAABA will provide opportunities for you to speak, get in front of or have your company highlighted and featured in front of an influential and passionate group of entrepreneurs/contacts
- Engage in networking opportunities with other sponsors, industry professionals, and potential customers
- Demonstrate your commitment to the community
- Provide a measurable return on investment through increased sales, brand awareness, and customer engagement

We host three signature events throughout the year that are some of the most highly anticipated and attended events in the region. Our Double Shot Gun Golf Tournament has been sold out three years running - that's 288 golfers engaged and networking in one space, on one day. The NAABA Aboriginal Showcase and AGM each host 400+ executives, entrepreneurs, leaders and community members from the business ecosystem.

Sponsorships for these events are structured to provide maximum benefit to our sponsors with opportunity to custom-tailor to best align your organization's values and business goals.

Thank you in advance for your continued support.

*Jaime Harpe*

Jaime Harpe  
NAABA President & Board Chair



# Aboriginal BUSINESS SHOWCASE

APRIL 24-25, 2024



presented by:



## SHARING OUR STORY

The NAABA Aboriginal Business Showcase has served as an opportunity to highlight the capability and capacity of Indigenous business operating in our region and celebrating their achievements. While this event is structured to create new working relationships and expand networks, it also enhances the dialogue that Indigenous business owners are reaching new heights, continuing to impact our region, province, country, and beyond.

In an effort to improve and streamline this year's event, we have removed the traditional tradeshow portion and are focusing on delivering learning, discussion and networking opportunities to create maximum impact for our Members.

It is our goal to make Showcase as accessible to our Business Members as possible. Please invite your contacts, share with your networks and let us spend the day highlighting the strong community of businesses that make up the NAABA organization. Networking, coming together in community, sharing and story telling is what it is all about.

## CUSTOM SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorships

- Evening Dinner
- Networking Café
- Attendee Gift

### Gold Sponsorships

- Evening Networking/ Cocktail Reception
- Day Time Luncheon
- Presenting Speaker/Panel
- Entertainment

### Silver Sponsorships

- Welcome Drink
- Quick Connect
- Centrepiece/Décor
- Member Breakfast

### Bronze Sponsorships


- Student Education
- Photo Booth
- Artisans Market







## SHOWCASE SPONSORSHIP ROI



	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000	TABLE \$2,000
Event Program	Full Page	Half Page	Third Page	Logo	-
Dinner Tickets	16	8	8	8	8
Event Signage	✓	✓	✓	-	-
Showcase Tickets <i>(includes luncheon)</i>	16	8	8	8	-
Logo featured on Event Slides	Full Slide	Half Slide	Group Slide	Name Slide	Name Slide
Speaking Opportunity	✓	✓	-	-	-
Social Media Recognition	✓	✓	✓	-	-
Website Recognition	✓	✓	✓	✓	✓
Table Signage	✓	✓	✓	✓	✓

### TICKETS

#### SHOWCASE DINNER (APRIL 24TH)

Opening Reception, Dinner & Discussion

##### Individual Tickets

Member: \$150 | Non-Member: \$175

##### Tables

Member: \$1200 | Non-Member: \$1400

#### SHOWCASE (APRIL 25TH)

A full day of networking, educational sessions, Fireside Chat, Artisan Market and luncheon.

**Individual Tickets** \$50 each

#### LEARN MORE →

Further event details, photo galleries and sponsorship registration can be found online.





# GOLF TOURNAMENT

JUNE 6, 2024



## DAY FORE FUN & NETWORKING

The most highly anticipated Golf Tournament of the season, this double shot gun (288 golfers) sells out EVERY Year. More games, engagement and interactive experiences than any tournament in the region! Sponsor early to ensure your place in the tournament. Join us for a day of fabulous prizes, networking and fun! The annual golf tournament is NAABA's largest fundraiser of the year and funds raised go directly towards the operations of the organization.

## CUSTOM SPONSORSHIP OPPORTUNITIES

### Presenting Sponsorship

- Title Event Sponsor

### Platinum Sponsorship

- Golfers' Feast

### Gold Sponsorships

- Driving Range Sponsor
- Golf Cart Sponsors (x2)
- Breakfast Sponsor
- Lunch Sponsor
- Snack Sponsor (AM and PM)

### Silver Sponsorships

- Ball Drop
- Welcome Drink
- Hole Sponsor
- Swag Sponsor
- Photo Booth Sponsor
- Hole-in-One Sponsor

### Bronze Sponsorships

- Tee Box Sponsor
- Men's Closest to the Pin
- Ladies' Closest to the Pin
- Men's Longest Putt
- Ladies' Longest Putt
- Men's Longest Drive
- Ladies' Longest Drive
- Men's Shortest Drive
- Ladies' Shortest Drive
- Best Dressed Team
- Team/Corporate Spirit

## OTHER WAYS TO SUPPORT

**Swag Bags:** We welcome all levels of sponsors to contribute to our Swag Bags. Our tournament swag continues to be a highlight of the tournament and are filled with top-notch goodies. Approximately 300 individual swag items would be required.

**Raffle Prizes:** Showcase your company's support and help raise additional funds by donating to our prestigious raffle. Raffle prizes are drawn during the tournament banquet.







## GOLF SPONSORSHIP ROI

### EVENT DELIVERABLES

	PRESENTING \$20,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000
Company Logo on all event marketing	✓	✓	-	-	-
Event Signage (tailored & sized to highlight specific sponsorship)	✓	✓	✓	✓	✓
Team Registration	3	2	2	1	1
Banquet Tickets	12	8	8	4	4
Breakfast OR Lunch Tickets	12	8	8	4	4
Hole Activation (provided by sponsor)	✓	✓	-	-	-
Promo Display by Activity (sponsor provided)	✓	✓	✓	-	-
Speaking Opportunity	✓	✓	-	-	-
Logo Recognition in Golf Program	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	-
Website Recognition	✓	✓	✓	✓	✓

### GOLF TEAM REGISTRATION

#### TEAM REGISTRATION FEE:

Members: \$1500  
Non-Members: \$1750

Teams of 4 players with two possible start times:  
7:30 am or 2:00 pm.

*\*Team's fee also includes provision of four prizes. Team prizes are distributed during the banquet.*

#### LEARN MORE →

Further event details, photo galleries and sponsorship registration can be found online.







## BECOMING A NAABA SPONSOR

We encourage you to reach out to us regarding your sponsorship interests to customize and activate your individual sponsorship, ensuring that your investment aligns with and helps achieve your specific organizational goals.

Contact us at [ed@naaba.ca](mailto:ed@naaba.ca) or by phone at 780.791.0478 to secure your sponsorship.

