

# Opportunity MARKETING Fellowship Education

## Bronze level: \$1500

- the opportunity to sponsor a Better Newspaper Competition award;
- invited to address the audience during the awards banquet;
- an invitation for two people to attend the awards banquet;
- verbal recognition at the event as well as signage.
- one free ad in AWWA's Value Ad program; (value \$995)
- unlimited use of the Association's press release service;
- your company's logo and/or name will be included on AWWA's webpage and Facebook page.

## Silver level \$2500

The Bronze level PLUS

- an opportunity to set up a trade show table at the Association's annual convention;
- two free ads in AWWA's Value Ad program; (value \$995 each)

## Gold level \$5000

Part of the Better Newspapers Competition includes the photographic awards recognizing photographic excellence among Alberta's weekly newspapers. With the Gold package, your company will receive exclusivity to the photographic awards.

In addition to the exclusivity to the photo awards, this level also includes the Silver level PLUS

- speak and/or make a presentation at the banquet;
- present the awards to the winners, including a photo opportunity;
- invitation for up to four people to attend the dinner;
- invitation for up to two people to golf at the Bing Crosby Golf Tournament;
- two Blanket Classified ads (value \$269 each)
- access to browse or search the member newspaper archive, ten years of full online editions (value \$1200);

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These are suggestions only. We will be happy to customize a package to fit your budget.

## Recognize and celebrate the excellence in work that is done in the weekly newspapers across Alberta.

One of the most rewarding aspects of building a successful organization lies in having an opportunity to recognize excellence.

The Alberta Weekly Newspapers Association encourages excellence by sponsoring an annual provincial competition to celebrate the achievements of its member newspapers. Newspapers compete against other newspapers of similar circulation for special awards.

Over the years, AWWA has co-operated with other Alberta industry partners or initiated by itself, a number of successful awards, recognition programs and scholarships. The fact

that these activities have consistently proved useful to individuals and our membership, is testimony to their value.

The Central Office plays a participatory role on behalf of the membership and the industry by advertising and informing interested parties of the opportunities available. It processes all applications, dispenses selection and criteria information, and arranges presentation and documentation on behalf of the Association.



Please contact Maurizia Hinse – [Maurizia@awna.com](mailto:Maurizia@awna.com);  
1-800-282-6903, 780-434-8746 for more details on what is available.



### Who we are

Alberta's community newspapers reflect the images, thoughts and everyday happenings of the communities they serve. While these communities may vary in size from tiny, isolated locations to bustling suburban centres, they share one important feature — a strong weekly newspaper.

Today there are 110+ member newspapers throughout Alberta and the Northwest Territories. They boast a combined verified circulation 815,000+. The smallest newspaper circulates 200 copies each week; the largest 120,000.

### Our mission is to

- Encourage community newspaper excellence,
- Promote a greater awareness of its industry and members,
- Market and promote Alberta's community newspaper medium,
- Provide educational opportunities for members and staff,
- Be a communication and service link between members and advertisers, agencies and government.

### Why this matters

Simple and genuine relationships between people matter. They are the fabric of a sustainable community. Weekly newspapers play a pivotal role in delivering information to the families in communities that maintain and strengthen that fabric by keeping people up-to-date on activities and concerns in their area.

Recognizing and celebrating excellence



2018

Convention - Symposium

# Sponsorship Program

## Sponsorship Program

The Better Newspaper Competition event is a chance to welcome publishers, editors, sales reps, designers and other staff as they come together to recognize and celebrate the excellence in work that is done in the weekly newspapers across Alberta.

Your sponsorship will give you the opportunity to meet the decision makers of the industry and help you get your message across. It will help the AWWNA continue to encourage, recognize and reward the hard work and achievements of the community newspaper staff.

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