



ASTech Awards

By Technology Alberta

SPONSORSHIP PACKAGE

EDMONTON
OCTOBER 27, 2023

CALGARY
NOVEMBER 3, 2023

MULTI-YEAR PARTNERSHIPS

Inspire and Celebrate Innovation



ABOUT THE ASTECH AWARDS

For 33 years, the ASTech Awards have recognized excellence in Alberta's science, technology and innovation community with a vision to inspire the next generation.

Uniting hundreds of innovators and champions from industry, academia, entrepreneurship and government for a gala dinner and awards ceremony, the ASTech Awards celebrate the province's brightest minds and most significant achievements.

For the 34th Annual Awards, Technology Alberta is excited to present the inaugural **ASTech Week**, anchored by award galas in two cities: a grand opening in Edmonton on October 27th, and a grand finale in Calgary on November 3rd. Networking opportunities include a hosted Conversation Series as well as a Company Showcase, set up as a curated exhibit hall highlighting some of Alberta's outstanding innovators. Invitations to a VIP Reception are extended to sponsors above the Silver level to facilitate networking in an exclusive setting.

The sold-out 2022 ASTech Awards had a record-breaking 281 nominations from across Alberta, and we are aiming to exceed that number this year! Nominations close August 15th.

Join us in championing Alberta's dynamic science and technology community and help to shine a light on the innovation that is happening in every corner of the province!

Gail J. Powley, P.Eng

Executive Director, ASTech Awards

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AWARD THEMES

Shared Success

As we honour excellence, we recognize that these achievements arise only through the collaboration of industry, academia, government and entrepreneurship over long time horizons, and that success reflects the contributions of many.

Best of All Worlds

We celebrate innovation in science and technology inclusively and with a panoramic view: across our great province and across industry sectors as well as the public sector. We applaud impact, whether by furthering discovery, knowledge, application, adoption, or community.

*2022
Outstanding
Innovation In Digital
Technologies award
winner Dr. Xin Wang*



AWARD CATEGORIES

Best in Sector Awards

Agriculture/Agrifood

AI/ML Advancement and Application

Construction/Smart Cities/
Transportation

Energy/Cleantech

Environmental Innovation
in Energy Applications

Medical/Healthcare

Social Innovation

Sustainability Solutions/Approaches

Aerospace Innovation

Hydrogen/Alternative Energy

Leadership / Equity, Diversity, & Inclusion Awards

Change Maker

Early Adopter of Innovation

Indigenous-led Entrepreneurship
and Contribution to Knowledge

Innovation of The Year Award

Regional Champions

Researcher of the Year

Woman in Innovation

Alberta-wide Community Champion
of Innovation

VALUE PROPOSITION

The ASTech Awards bring together innovators and champions from industry, academia, entrepreneurship and government to celebrate excellence in Alberta's science and technology community.

Make a lasting impact through sponsorship of ASTech Week. Don't miss your chance to be a part of this highly anticipated event!



Associated programs held at the galas include:

1

Conversation Series with topics of focused interest (e.g. cleantech, biotech) to facilitate small group networking

2

Company Showcase of curated Alberta entrepreneurial SMEs to showcase their new technologies in an exhibit format

Value in sponsoring ASTech Week includes:

- Demonstrated support for Alberta's innovation community at the event as well as pre- and post-event marketing;
- Brand alignment with Alberta's premiere award program for excellence in science and technology;
- Increased exposure for your organization across Alberta's innovating business sectors; and
- Collaboration with leaders from industry, academia, government, and entrepreneurship.

TARGETED REACH

Innovation community champions from industry, academia, entrepreneurship and government.

500+
in-person event
attendees expected
(Edmonton & Calgary)



62,000+
LinkedIn impressions of
winner announcement
campaign

7,000+ LinkedIn
followers and
5,000+ e-Newsletter
subscribers

Further targeting available via the VIP Reception, the Conversation Series and Company Showcase

SPONSORSHIP BENEFITS

The tiers presented here may be customized to best fit your needs. Multi-year sponsorship is also available.



	TWO-YEAR	GOLD \$85,000	SILVER \$40,000	BRONZE \$25,000	COPPER \$7,500	COMPANY SHOWCASE		CONVERSATION SERIES	
	INDIVIDUAL	GOLD \$50,000	SILVER \$25,000	BRONZE \$15,000	COPPER \$5,000	Leader \$40,000	Participant \$1,500	Builder \$20,000	Supporter \$1,500
ASTech Awards									
Tickets*		16	12	8	4	12		8	
Branded tables**		2	1			1			
Keynote speaking opportunity		✓							
VIP pre-event speaking opportunity		✓							
Award Presentation		✓	✓			✓			
VIP pre-event attendance		✓	✓	✓		✓		✓	
E-newsletter spotlight		✓	✓	✓		✓		✓	
Quarterly stakeholder meetings		✓	✓	✓		✓		✓	
Logo on program and banners/ displays at the event		✓	✓	✓	✓	✓		✓	
Year-round sponsor recognition on website, social media and newsletter		✓	✓	✓	✓	✓	✓	✓	✓
Company Showcase									
• To support the curated opportunity for Alberta entrepreneurial companies to showcase their new technologies and innovations									
Support for 25 SMEs to participate in the Company Showcase						✓			
Company Showcase branding and exhibition		✓	✓			✓			
Table in Company Showcase							✓		
Conversation Series									
• On topics such as sector advancement, social change and regional innovation									
Provide subject matter expert to host/co-host innovation topic								✓	✓

*Ticket allocation is split equally between Calgary and Edmonton Events. Tickets can also be donated to winners/finalists/students, with allocation assistance.

**Branded tables for November 3rd Gala

ADVISORY BOARD

Sincere thanks to the entrepreneurs and community builders that give their time as Advisory Board Members to help plan and carry out the AS*Tech* Awards.



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ALBERTA**

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2022
Award winners