



Hello,

JCI Edmonton, Edmonton's largest young professional organization, would like to invite you to become a true partner in promoting change in our community. Established in 1929, the "Edmonton Jaycees" are committed to "Empowering young leaders to create positive change and Be Better!" We would like to offer you the opportunity to join this vibrant cause by becoming a partner of JCI Canada's 75th National Convention, held September 22-26, 2010.

More than 400 local, national and international delegates are expected to attend this year's convention. These delegates are dynamic, under 40 professionals and leaders of their communities, all of whom are actively engaged and investing themselves in their future. The convention will also feature three keynote speakers, including an interactive video conference by **Dr. Stephen R. Covey**. Dr. Covey was recently named one of Time Magazine's 25 most influential Americans, and is the renowned author of *The 7 Habits of Highly Effective People* a book which was recently named the most influential business book of the 20th Century. **Peter van Stolk**, the founder of *Jones Soda Company*, will also be a keynote speaker. Mr. van Stolk has been recognized for his innovative branding strategy and business savvy in publications such as The New York Times, CNN, Wall Street Journal, Fast Company and People Magazine.

To support this year's national convention, we are looking for organizations that would like to align themselves with the ideals of leadership, positive change, innovation and development. Attached you will find some of the many different partnership opportunities available to showcase your business to the participating delegates. We are happy to provide personal assistance in tailoring a package that is optimal to our partners.

JCI Edmonton is proud to showcase Edmonton to Canada and the world, and invites you to be part of a vibrant, professional movement working to create positive change.

I look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Shawn McMillan".

Shawn McMillan
Chair, 2010 JCI Canada National Convention
Chairman, JCI Edmonton

780.860.6340
smcmillan@westcanbulk.ca

For information on our programs and the organization, please visit our websites:

www.jciedmonton.com
www.energy2010.ca
www.jci.cc

Empowering Young Leaders to Create Positive Change and Be Better



Why Partner with the National Conference?

The 75th Annual JCI Canada Conference brings together some of the brightest young entrepreneurs, leaders, professionals, and business executives across Canada. The conference is aimed at providing a platform for these 18 to 40 year old professionals to get together and provides outstanding training. You will be able to get exclusive marketing and interaction with this up and coming generation that is the generation that will succeed our current business leaders.

What time is better to get involved in the future than at a unique event that is aimed at helping create the next generation of leaders and entrepreneurs in our cities, our country, and the world?

The 2010 Conference will also feature members from around the world including the JCI World President Roland Kwemain, from JCI Cameroon.

Who is JCI Edmonton?

JCI Edmonton is the largest of 29 Canadian chapters of Junior Chamber International (JCI), a worldwide federation of professionals under 40 years old. JCI is comprised of more than 200,000 members in more than 5,000 communities and 115 countries. There are also more than 1 million JCI alumni, including Bill Gates, former US Presidents Bill Clinton and John F. Kennedy, former UN Secretary General Kofi Annan, former vice-president Al Gore, Japanese Prime Minister Yoshiro Mori and many others (see appendix for more information).

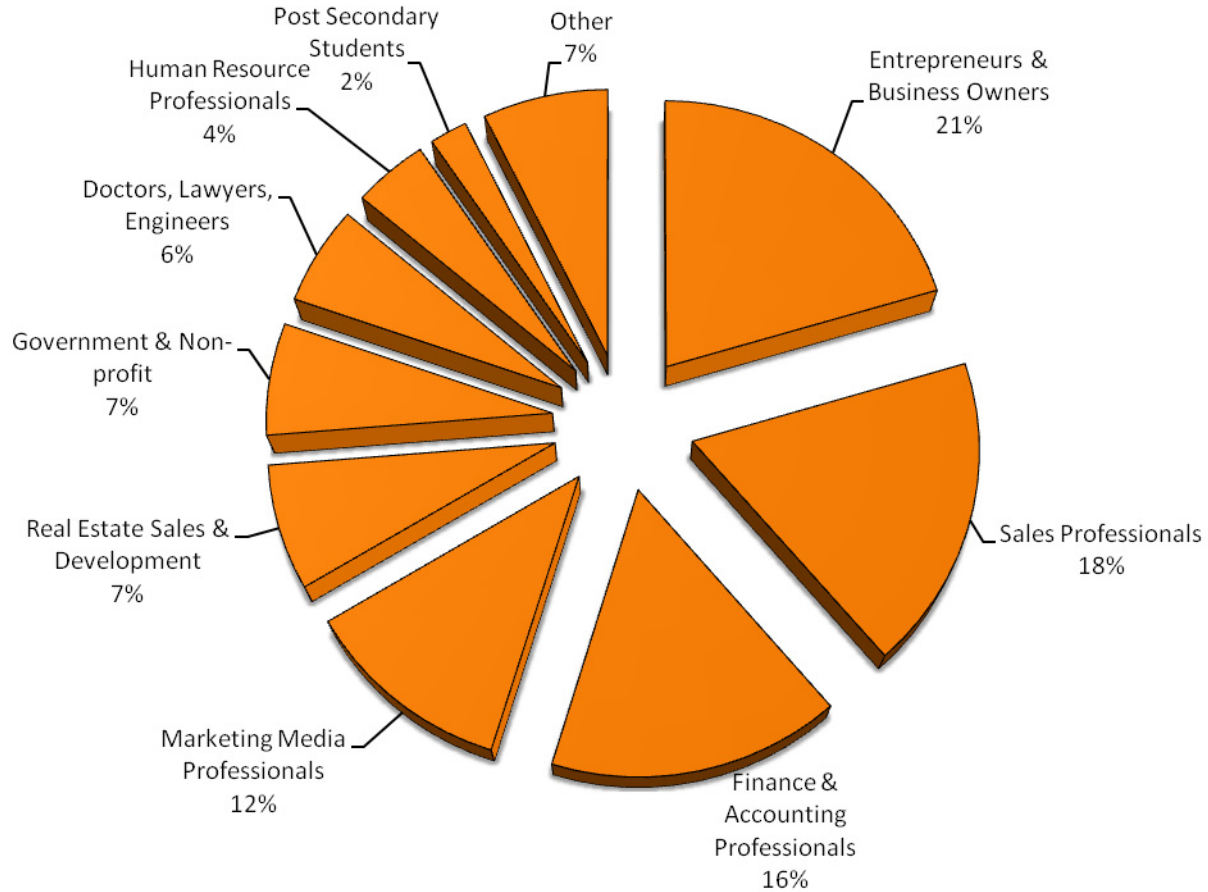
JCI's mission is to contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship, and fellowship necessary to create positive change.

For more than 80 years, JCI Edmonton has embraced this mission, working to make a difference in the Edmonton community. For example, in 1964, the Edmonton chapter founded Junior Achievement (Northern Alberta & NWT), an organization teaching work readiness, entrepreneurship and financial literacy to young people. Locally, JCI Edmonton is a key supporter of the Youth Emergency Shelter. Through the annual Christmas Hamper Program, JCI Edmonton members and friends assemble food and gift baskets, delivering them to at-risk families in need. The program expanded in 2009 to include over 180 inner-city families in Edmonton.

JCI Edmonton also works to create change internationally. The chapter has partnered with the United Nations Foundation to support Nothing But Nets, an international initiative aimed at preventing the spread of malaria in Africa by delivering insecticide-treated bed nets. More recently, JCI revived Operation Hope to provide assistance to those affected by the Haiti earthquake. The fund, first created in 2004 to help to assist victims of the Indian Ocean tsunami, delivered food, water and medical supplies through our local members on the ground in neighboring Dominican Republic.

*Two simple words drive JCI Edmonton members to create positive change personally, locally, and globally – “**be better.**”*

JCI EDMONTON COMPOSITION



QUICK FACTS ABOUT JCI EDMONTON

- ✓ 400% growth in past 4 years
- ✓ 14 professional training events per year
- ✓ 7 large community-focused programs
 - 2nd largest fundraiser for Homeless for a Night
 - Largest individual person fundraiser
 - Community Board of Director on Junior Achievement
 - Members teaching ~ 60 JA classes
 - Scholarship at Grant MacEwan University
 - 180 Christmas hampers delivered in December 2009
 - Food bank drives held throughout year
- ✓ 7 international conferences, including the only fully UN based conference



ABOUT STEPHEN R. COVEY

Recognized as one of *Time* magazine's 25 most influential Americans, Dr. Stephen R. Covey has dedicated his life to demonstrating how every person can truly control their destiny with profound, yet straightforward guidance. As an internationally respected leadership authority, family expert, teacher, organizational consultant, and author, Dr. Covey's advice has provided professional and personal insight to millions.

Dr. Covey's milestones include:

- More 20 million books sold in 38 languages;
- The *7 Habits of Highly Effective People* was named the Most Influential Business Book of the 20th Century;
- Authored four titles with sales exceeding 1 million copies each: *First Things First*, *Principle-Centered Leadership*, *The 7 Habits of Highly Effective Families* and *The 7 Habits of Highly Effective People*;
- Latest book, *The 8th Habit*, has sold nearly 400,000 copies;
- International Man of Peace Award;
- Received National Fatherhood Award (father of 9, grandfather of 44);
- Author of the best-selling nonfiction audio in history (*The 7 Habits of Highly Effective People*);
- Number 1 best-selling hardcover book on family (*The 7 Habits of Highly Effective Families*);
- Earned MBA from Harvard, doctorate degree from Brigham Young University;
- Member of the board of directors for the Points of Light Foundations;
- Co-founder and vice-chairman of FranklinCovey, the leading global professional services firm, with offices in 123 countries;
- Received International Entrepreneur of the Year Award; and
- Awarded eight honorary doctorate degrees.

ABOUT PETER VAN STOLK

As founder of Jones Soda Company in 1987, Peter van Stolk served as CEO and Chairman of the Board of Directors through 2007. Peter's original marketing approach interacting online with consumers brought Jones Soda Co. success in a crowded beverage industry.

Integrating customer input, Jones Soda is known for unique flavors and custom packaging. Peter also oversaw the launch of new product lines including non-carbonated juice, tea, and energy drinks. He successfully competed against the global multi-billion dollar soda giants, and earned brand loyalty among consumers, all on a shoestring budget. By 2007 Jones Soda had reached over \$40 million in revenue, transforming Jones Soda, from a small premium Soda to an international brand with global aspirations.

A marketing maverick with an innate and unique approach to grounding his products, van Stolk has over 20 years experience in business creation, business development and product sales. A true entrepreneur, van Stolk beat the odds and broke new ground into the beverage market. van Stolk has been recognized for his innovative branding strategy and business savvy in publications such as *The New York Times*, *CNN*, *Wall Street Journal*, *Fast Company* and *People Magazine* to name a few. Peter has received numerous business awards including 40 under 40, Brand Week top 100 marketer, as well as one of Canada's top hundred as listed by *MacLean's Magazine*.

Today van Stolk is a much sought-after international speaker. He travels worldwide, educating various groups on a broad range of marketing and business topics including how to compete, how to market your product, and how to build a successful business. Peter is the Director of Vitamin Angels, a charity

Empowering Young Leaders to Create Positive Change and Be Better



for children that seeks to provide vital nutrition to children in the Third World. He also is CEO of the Seattle based The Tree Fort Group, a social media consulting company.

WHAT IS THE JCI NATIONAL CONVENTION?

The JCI National Convention is held each year in a different major centre in Canada, drawing hundreds of young professionals and business leaders from across the country. In September 2010, the Edmonton chapter has won the bid to host this exciting event. Members from all 29 Canadian chapters will attend the convention to participate in a wide variety of high-quality training courses and take part in the Annual General Meeting (also known as the General Assembly) to conduct the business of the corporation. The **Effective Speaking Competition, National Awards Program** and **Outstanding Young Persons Award** are all held at the national convention.

BENEFITS OF HOSTING THE NATIONAL CONVENTION IN EDMONTON:

- JCI's professionals, leaders and entrepreneurs under 40 will be able to see the vast range of opportunities available in Edmonton. Either for business or pleasure, this conference is a great way to showcase the city to the future business leaders of Canada.
- The convention will put Edmonton on the worldwide map of JCI. This conference is not limited to Canadian chapters specifically, but to all of our members across the world.
- The Edmonton chapter is determined to have at least 500 delegates at this conference, which will be a great boost to local businesses as events are held across the city.
- Your contribution will be widely recognized throughout the conference and be seen by all who attend.

PARTNERSHIP POTENTIAL

Participation in the partnership program for the 75th National Convention for JCI Canada enables your company to raise its corporate profile, meet promotional objectives and reach some of the most active and leadership-oriented young professionals from Edmonton and across Canada. This event offers unique and direct access to the country's under 40 professionals and decision-makers — Canada's business leaders of tomorrow.

JCI Edmonton invites you to capitalize on this opportunity to become a partner of this unique event.



TITLE PARTNER – NEGOTIABLE

This opportunity will offer:

- Naming on all press releases as the “Title Sponsor,” as well as official comments from your company regarding the program;
- Inclusion on all print and electronic media regarding the JCI National Convention (press releases, event program, and other information / marketing materials, etc);
- Acknowledgement at keynote lectures;
- Right of first refusal for major project and event sponsorships of JCI Edmonton;
- Industry exclusivity to the other opportunities with this program is assured;
- Naming on plaque to be presented to award participants;
- Opportunity to address the participants and attending delegates of JCI Canada National Convention by a company spokesperson (travel costs not covered for this individual);
- Logo on front of podium;
- Ability to send pre-approved promotional materials to the JCI National Convention participants;
- Company logo on event homepage, onsite programs and event signage;
- Posting of corporate banner during main events (sponsor to supply);
- Displaying of promotional materials during JCI National Convention (sponsor to supply materials and staff if required);
- Photo opportunities with award winners and participants for future publicity;
- Acknowledgement of partnership at all training sessions;
- Placement of your advertising message (logo), and a link on the JCI Edmonton website for one year;
- Tickets to the Presidents’ Gala on Saturday, September 25, 2010 (x4);
- Complimentary one-year membership(s) to JCI Edmonton (x4);
- Complimentary guest attendance to keynote speakers (x4);
- Complimentary registrations to JCI Canada National Convention (x4);
- Table name placard for one table during the Presidents’ Gala on Saturday, September 25, 2010;
- Back cover of convention program;
- Back cover of keynote program; and
- Collateral inserts into Delegate Welcome Package.

Thank you for taking the time to review this amazing opportunity

for partnering with JCI Edmonton and having a positive impact on the business, community and cultural leaders of tomorrow. Please contact us with your thoughts on this program at your earliest convenience.



PLATINUM PARTNER - \$10,000

This opportunity will offer:

- Inclusion on all print and electronic media regarding the JCI National Convention (press releases, event program, and other information / marketing materials, etc);
- Acknowledgement before keynote speakers;
- Ability to send pre-approved promotional materials to the JCI National Convention participants;
- Displaying of promotional materials during JCI National Convention (sponsor to supply materials and staff if required);
- Placement of your advertising message (logo), and a link on the JCI Edmonton website for one year;
- Company logo on event homepage, onsite programs and event signage;
- Collateral inserts into Delegate Welcome Package;
- Posting of corporate banner during main events (sponsor to supply);
- Photo opportunities with award winners and participants for future publicity;
- Acknowledgement of partnership at all training sessions;
- Tickets to the Presidents' Gala on Saturday, September 25, 2010 (x4);
- Complimentary one-year membership(s) to JCI Edmonton (x3);
- Complimentary guest attendance to keynote speakers (x4);
- Complimentary registrations to JCI Canada National Convention (x2);
- Table name placard for one table during the Presidents' Gala on Saturday, September 25, 2010;
- Full-page company profile in convention program; and
- Full-page company profile of keynote program.

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GOLD PARTNER - \$5,000

This opportunity will offer:

- Acknowledgement of partnership at all training sessions;
- Ability to send pre-approved promotional materials to the JCI National Convention participants;
- Displaying of promotional materials during JCI National Convention (sponsor to supply materials and staff if required);
- Placement of your advertising message (logo) and a link on the JCI Edmonton website for one year;
- Company logo on event homepage, onsite programs and event signage;
- Collateral inserts into Delegate Welcome Package;
- Photo opportunities with award winners and participants for future publicity;
- Tickets to the Presidents' Gala on Saturday, September 25, 2010 (x2);
- Complimentary one-year membership(s) to JCI Edmonton (x2);
- Complimentary guest attendance to keynote speakers (x2);
- Complimentary registrations to JCI Canada National Convention (x2);
- Table name placard for one table during the Presidents' Gala on Saturday, September 25, 2010;
- Half-page company profile of convention program; and
- Half-page company profile of keynote program.

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SILVER PARTNER - \$2,500

This opportunity will offer:

- Placement of your advertising message (logo), and a link on the JCI Edmonton website for one year;
- Ability to send pre-approved promotional materials to the JCI National Convention participants;
- Displaying of promotional materials during National Convention (sponsor to supply materials and staff if required);
- Company logo on event homepage, onsite programs and event signage;
- Collateral inserts into Delegate Welcome Package;
- Photo opportunities with award winners and participants for future publicity;
- Tickets to the Presidents' Gala on Saturday, September 25, 2010 (x2);
- Complimentary one-year membership(s) to JCI Edmonton (x1);
- Complimentary guest attendance to keynote speakers (x2);
- Table name placard for one table during the Presidents' Gala on Saturday, September 25, 2010;
- Half-page company profile in convention program; and
- Company logo in keynote program.

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BRONZE PARTNER - \$1,000

This opportunity will offer:

- Placement of your advertising message (logo), and a link on the JCI Edmonton website for one year;
- Ability to send pre-approved promotional materials to the JCI National Convention participants;
- Displaying of promotional materials during JCI National Convention (sponsor to supply materials and staff if required);
- Collateral inserts into Delegate Welcome Package;
- Company logo on event homepage, onsite programs and event signage;
- Photo opportunities with award winners and participants for future publicity;
- Tickets to the Presidents' Gala on Saturday, September 25, 2010 (x2);
- Complimentary one-year membership(s) to JCI Edmonton (x1);
- Table name placard for one table during the Presidents' Gala on Saturday, September 25, 2010; and
- Company logo in convention program.

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PARTNERSHIP MATRIX	Title Sponsor (negotiable)	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)
EXCLUSIVE ITEMS					
Naming on all press releases as the "Title Partner" as well as official comments from your company regarding the program or "executive quote"	•				
Conference Lanyard featuring company's logo (if able to provide)	•				
Naming on plaque to be presented to award participants	•				
Company's logo on the back of seating cards at the Gala	•				
Exclusive recognition as "sponsor" on Saturday evening Gala, including an opportunity to provide a brief welcome address to the Gala	•				
Acknowledgement at Keynote speakers	•	•			
Inclusion on all print and electronic media regarding the JCI National Convention (press releases, event program, and other information/marketing materials, etc)	•	•			
PROMOTIONAL ITEMS					
Logo on front of podium	•				
Acknowledgement of partnership at all training sessions	•	•	•		
Your Company profile in the Keynote program	Back cover	Full pg	½ pg	Logo	
Your company profile in conference program / passport	Back cover	Full pg	½ pg	½ pg	Logo
Photo opportunities	•	•	•	•	•
Table Name Placard for one table during The Presidents' Gala (Awards Night)	•	•	•	•	•
Placement of your advertising message (logo) on the JCI Edmonton website for one year	•	•	•	•	•
Company logo on event homepage, onsite program, event signage	•	•	•	•	•
Collateral insert in Delegate welcome packages	•	•	•	•	•
AT EVENT					
Complimentary full-conference passes for JCI Edmonton National Convention	4	2	2		
Complementary passes for Keynote luncheons (3 keynotes)	4	4	2	2	
Tickets to Presidents' Gala on Saturday, September 25, 2010	4	4	2	2	2
Complimentary one year membership(s) to JCI Edmonton	4	3	2	1	1