

2026 SPONSORSHIP PLAN

ACFA Centennial Grand Congress

The culminating event of a historic
year for Alberta's Francophonie

October 16–17, 2026
Edmonton EXPO Centre



ACFA

100 ans
D'ACCOMPLISSEMENT



Why become a partner of the Centennial Grand Congress?

In 2026, the ACFA celebrates 100 years of dedication to Alberta's Francophonie. Declared the Year of the Francophonie in Alberta, this historic year has been marked by events held across the province, mobilizing thousands of people and showcasing the vitality and diversity of the community.

On October 16 and 17, 2026, the Centennial Grand Congress will bring these celebrations to a close. As the largest Francophone gathering in the province, it will bring together nearly 500 participants from Alberta and across Canada, including:

- community leaders;
- policymakers;
- government representatives;
- institutional partners;
- entrepreneurs and economic stakeholders;
- artists and community builders.

The program will include:

- Expo FRAB, a free exhibition open to the general public, bringing together several hundred people for exhibits, activities, and artistic performances;
- conferences and workshops exploring the key issues, opportunities, and future of Alberta's Francophonie;
- networking activities designed to foster connections and partnerships across the community, institutional, economic, and government sectors;
- the Youth Congress, a new addition that will bring together the next generation of Francophones for learning, networking, and engagement activities;
- the unveiling of flagship projects, including the Mosaic of Alberta's Francophonie, a collective work comprising 100 canvases created across the province under the artistic direction of Virginie Rainville, as well as the announcement of the winner of the ACFA Centennial Grand Contest.

The Centennial Grand Congress will also host the ACFA Recognition Gala, which honours, every two years, the individuals, organizations, and initiatives whose commitment, leadership, and contributions help Alberta's Francophonie thrive.



Benefits for your organization



Reach an influential audience

Position your organization among community leaders, decision-makers, institutional partners, and key stakeholders from across Alberta and the rest of Canada.



Increase your visibility

Benefit from a strategic presence before, during, and after the event through a province-wide visibility plan designed to reach an engaged audience.



Build lasting relationships

Forge connections with organizations, businesses, and partners that actively contribute to the economic, cultural, and community development of Alberta's Francophonie.



Take part in a historic celebration

Be part of a landmark moment in the history of Alberta's Francophonie. The Centennial Grand Congress will bring the ACFA's centennial celebrations and the Year of the Francophonie in Alberta to a close, uniting the community around its heritage, achievements, and future.

FOUNDING PARTNER OF THE CENTENNIAL

PARTNER CONTRIBUTION

\$10,000

**Make your organization
part of the history of
Alberta's Francophonie.**

**Exclusive opportunity:
1 partner**

As the Founding Partner of the Centennial Grand Congress, your organization will hold the most prominent position at the event and be placed at the heart of its defining moments. This exceptional visibility will extend your influence throughout Alberta's Francophonie, both on-site and online, before, during and after the event. It will affirm your leadership and commitment to the future of Alberta's Francophone community.

Your visibility

Prestigious recognition

- Prominent acknowledgment in all communications related to the Centennial Grand Congress
- Formal recognition during the opening and closing ceremonies
- Opportunity to speak during an official segment of the Centennial Grand Congress
- Personalized acknowledgment of your contribution by the ACFA President before all attendees

Major on-site visibility

- Prominent signage on the main stage of the Centennial Grand Congress
- Logo displayed on both large screens in the main hall throughout the event
- Prime visibility in reception areas and other high-traffic spaces
- Premier placement on the official partner recognition wall
- Opportunity to display promotional materials in locations agreed upon with ACFA

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage, as well as a dedicated banner on the ACFA homepage
- Ongoing banner placement in ACFA's weekly and promotional newsletters
- Visibility in digital promotional campaigns before and after the event through the end of the year, including ACFA-sponsored posts
- Six recognition posts on ACFA's social media channels
- Acknowledgment in press releases related to the Centennial Grand Congress and in sponsored advertisements placed in media outlets
- Inclusion in official photo and video content produced for the event

Visibility among attendees

- Recognition as the Official Presenting Partner of the Centennial Grand Congress
- Full-page advertisement in the official Centennial Grand Congress program
- Exclusive recognition as "Founding Partner of the Centennial Grand Congress" on official event signage
- Opportunity to include a promotional item in the welcome bags distributed to attendees
- Prominent visibility during the Centennial Banquet
- Logo displayed on tables during the Centennial Banquet
- Formal recognition during the Centennial Banquet

Exhibitor space

- Premium+ booth at EXPO FRAB, featuring a priority location in a high-traffic area near the main activity and networking spaces
- Acknowledgment of your presence at EXPO FRAB at key moments by the official emcee, encouraging attendees and members of the public to visit your booth

Hospitality

- Ten full-access passes to all official activities, including ten reserved seats at the Centennial Banquet

HERITAGE PARTNER OF THE CENTENNIAL BANQUET

PARTNER CONTRIBUTION

\$7,500

Align your organization with one of the most prestigious moments of the Centennial Grand Congress.

Limited to 2 partners

As a Heritage Partner of the Centennial Banquet, your organization will be associated with one of the Centennial Grand Congress's most iconic moments. It will benefit from privileged visibility among leaders and influential members of Alberta's Francophonie throughout an elegant three-course meal.

Your visibility

Prestigious recognition

- Acknowledgment in communications related to the Centennial Grand Congress and the Centennial Banquet
- Formal recognition during the opening and closing ceremonies

Major on-site visibility

- Logo displayed on both large screens in the main hall throughout the event
- Prominent visibility in reception areas and other high-traffic spaces
- Logo displayed on the official Centennial partner recognition wall
- Opportunity to display promotional materials in locations agreed upon with ACFA

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage
- Logo placement in ACFA's promotional newsletters
- Visibility in digital promotional campaigns leading up to the event
- Four recognition posts on ACFA's social media channels
- Acknowledgment in press releases related to the Centennial Grand Congress
- Inclusion in official photo and video content produced for the event

Visibility among attendees

- Recognition as an Official Presenting Partner of the Centennial Banquet
- Full-page advertisement in the official Centennial Grand Congress program
- Logo displayed on official materials distributed to attendees
- Prominent visibility on the event's main signage
- Logo displayed on official signage at the entrance to the Centennial Banquet
- Logo displayed on the Centennial Banquet menus
- Formal recognition during the Centennial Banquet

Exhibitor space

- Premium booth at EXPO FRAB, featuring a prime location designed to encourage engagement and networking

Hospitality

- Six full-access passes to all official activities, including six reserved seats at the Centennial Banquet

GRAND PARTNER OF THE CENTENNIAL

PARTNER CONTRIBUTION

\$5,000

**Connect your organization
with the leaders of Alberta's
Francophonie.**

Limited to 4 partners

As a Grand Partner of the Centennial, your organization will benefit from prominent visibility in the Centennial Grand Congress's networking spaces. Positioned at the heart of meaningful conversations, it will have opportunities to build lasting relationships with key stakeholders in Alberta's Francophonie.

Your visibility

Prestigious recognition

- Acknowledgment in communications related to the Centennial Grand Congress
- Formal recognition during the opening and closing ceremonies

Major on-site visibility

- Prominent visibility in reception areas and other high-traffic spaces
- Logo displayed on the official Centennial partner recognition wall

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage
- Logo placement in ACFA's promotional newsletters
- Visibility in digital promotional campaigns leading up to the event
- Two recognition posts on ACFA's social media channels
- Inclusion in official photo and video content produced for the event

Visibility among attendees

- Recognition as an Official Presenting Partner of the Centennial Grand Congress Networking Space
- Full-page advertisement in the official Centennial Grand Congress program
- Logo displayed on official materials distributed to attendees
- Prominent visibility on the event's main signage
- Logo displayed on networking tables
- Prominent visibility throughout the Networking Space
- Recognition by the official emcee during networking activities
- Opportunity to place promotional materials on networking tables

Exhibitor space

- Premium booth at EXPO FRAB, featuring a prime location designed to encourage engagement and networking

Hospitality

- Four full-access passes to all official activities, including four reserved seats at the Centennial Banquet

VISIONARY PARTNER OF THE CENTENNIAL

PARTNER CONTRIBUTION

\$3,000

Support the ideas and initiatives that will shape the future of Alberta's Francophonie.

Limited to 6 partners

As a Visionary Partner of the Centennial, your organization will be associated with the conferences and workshops that will help shape the future of Alberta's Francophonie. This targeted visibility will demonstrate your commitment to the community's development, innovation and positive change.

Your visibility

Prestigious recognition

- Acknowledgment in communications related to the Centennial Grand Congress
- Formal recognition during the opening and closing ceremonies

Major on-site visibility

- Logo displayed on the official Centennial partner recognition wall

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage
- Acknowledgment in ACFA's promotional newsletters
- One recognition post on ACFA's social media channels

Visibility among attendees

- Recognition as the Official Presenting Partner of a Centennial Grand Congress workshop series
- Half-page advertisement in the official Centennial Grand Congress program
- Prominent visibility on the event's main signage
- Logo displayed on signage for the sponsored workshops
- Acknowledgment on the opening and closing slides of the sponsored workshops
- Recognition by the facilitator at the beginning of each sponsored workshop

Exhibitor space

- Standard booth at EXPO FRAB

Hospitality

- Three full-access passes to all official activities, including three reserved seats at the Centennial Banquet



RECOGNITION GALA PARTNER

PARTNER CONTRIBUTION

\$3,000

**Celebrate the people
who make Alberta's
Francophonie thrive.**

**Exclusive opportunity:
1 partner**

As the Recognition Gala Partner of the Centennial Grand Congress, your organization will be showcased during one of the event's most inspiring moments and associated with leading figures in Alberta's Francophonie. This prominent association will demonstrate your commitment to engagement, leadership and excellence.

Your visibility

Prestigious recognition

- Acknowledgment in communications related to the Centennial Grand Congress

Major on-site visibility

- Logo displayed on the official Centennial partner recognition wall

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage
- Acknowledgment in ACFA's promotional newsletters
- One recognition post on ACFA's social media channels

Visibility among attendees

- Recognition as the Official Presenting Partner of the Recognition Gala
- Half-page advertisement in the official Centennial Grand Congress program
- Prominent visibility on official Recognition Gala signage
- Formal recognition during the Recognition Gala
- Logo displayed in the Recognition Gala's on-screen presentation
- Opportunity to present an award or take part in an official award presentation

Exhibitor space

- Standard booth at EXPO FRAB

Hospitality

- Three full-access passes to all official activities, including three reserved seats at the Centennial Banquet



CENTENNIAL COLLABORATING PARTNER

PARTNER CONTRIBUTION

\$1,500

**Contribute directly to the
success of the Centennial
Grand Congress.**

Limited to 10 partners

As a Centennial Supporting Partner, your organization will contribute to the success of the Centennial Grand Congress by supporting its priority needs. It will benefit from visibility among attendees and across event communications, demonstrating its commitment to Alberta's Francophonie.

Your visibility

Major on-site visibility

- Logo displayed on the official Centennial partner recognition wall

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage
- Acknowledgment in ACFA's promotional newsletters

Visibility among attendees

- Quarter-page advertisement in the official Centennial Grand Congress program

Exhibitor space

- Standard booth at Expo FRAB

Hospitality

- Two full-access passes to all official activities, including two reserved seats at the Centennial Banquet



FRIEND OF THE CENTENNIAL GRAND CONGRESS

**Affirm your
unwavering support
for Alberta's
Francophonie.**

Unlimited availability

As a Friend of the Centennial Grand Congress, your organization will demonstrate its support for Alberta's Francophonie. This meaningful contribution offers an opportunity to take part in the culminating event of ACFA's centennial while benefiting from visibility among a broad audience.

PARTNER CONTRIBUTION

\$750

Your visibility

Major on-site visibility

- Logo displayed on the official Centennial partner recognition wall

Digital and media visibility

- Logo and link to your website on the Centennial Grand Congress webpage

Visibility among attendees

- Logo displayed in the official Centennial Grand Congress program

SUPPORTING SPONSORSHIP OPPORTUNITIES

OFFICIAL WI-FI PARTNER OF THE CENTENNIAL GRAND CONGRESS

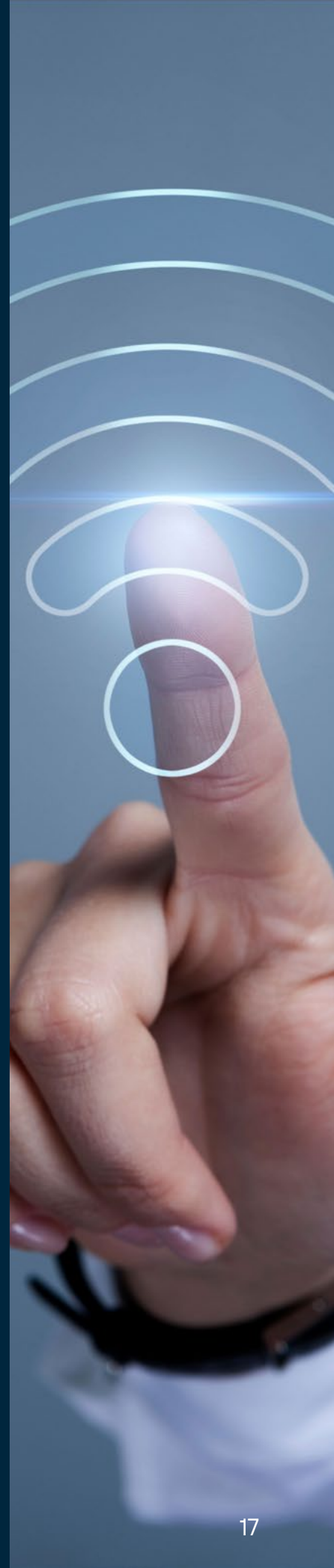
\$2,500

Exclusive opportunity: 1 partner

Associate your brand with an essential service used by attendees throughout the event.

Visibility offered

- Recognition as the Official Wi-Fi Partner of the Centennial Grand Congress
- Sponsor-branded Wi-Fi network name
- Acknowledgment in communications related to Wi-Fi access and connectivity
- Logo displayed on the official Centennial partner recognition wall
- Name or logo featured in the "Supporting Partners" section of the official Centennial Grand Congress program and webpage



SUPPORTING SPONSORSHIP OPPORTUNITIES

MOBILE CHARGING STATION

\$2,000

Exclusive opportunity: 1 partner

Help attendees stay connected by supporting a practical, highly visible and valued service.

Visibility offered

- Recognition as the Official Mobile Charging Partner of the Centennial Grand Congress
- Prominent signage at the mobile charging station
- Logo displayed on the official Centennial partner recognition wall
- Name or logo featured in the "Supporting Partners" section of the official Centennial Grand Congress program and webpage



SUPPORTING SPONSORSHIP OPPORTUNITIES

ARTISTIC PERFORMANCE SPONSORSHIP

\$1,500

Limited to 6 partners

Help showcase Francophone talent and creativity by supporting an artistic performance presented during the Centennial Grand Congress.

Visibility offered

- Recognition as the Official Partner of the sponsored artistic performance
- Public acknowledgment during the sponsored performance
- Acknowledgment in ACFA communications dedicated to the performance
- Name or logo featured alongside the sponsored artist in the official Centennial Grand Congress program
- Logo displayed on the official Centennial partner recognition wall
- Name or logo featured in the "Supporting Partners" section of the Centennial Grand Congress webpage



SUPPORTING SPONSORSHIP OPPORTUNITIES

COFFEE BREAK SPONSORSHIP

\$1,000

Limited to 3 partners

Associate your organization with one of the Centennial Grand Congress's most welcoming moments, designed to encourage conversation and networking among attendees.

Visibility offered

- Prominent signage at the coffee station
- Logo displayed on the official Centennial partner recognition wall
- Name or logo featured in the "Supporting Partners" section of the official Centennial Grand Congress program and webpage



SUPPORTING SPONSORSHIP OPPORTUNITIES

YOUNG LEADER SPONSORSHIP

\$250

Up to 20 sponsorships available

Invest in the next generation by enabling an engaged young person to participate in this inspiring community event.

Visibility offered

- Logo displayed on the official Centennial partner recognition wall
- Logo displayed on the sponsored young leader's badge
- Name or logo featured in the "Supporting Partners" section of the official Centennial Grand Congress program and webpage



SUPPORTING SPONSORSHIP OPPORTUNITIES

ADVERTISING IN THE OFFICIAL PROGRAM

Full page: \$500

Half page: \$400

Banner: \$300

Technical specifications

- Full page: 7.75" × 7.75"
- Half page: 7.75" wide × 3.88" high
- Banner: 6.5" wide × 2" high



Partnership	Contribution	Digital & Media Visibility	Visibility During the Event	Associated Space or Moment	Booth	Passes
Founding Partner of the Centennial	\$10,000	Website & homepage, newsletters, 6 posts, sponsored campaigns and media visibility	Priority visibility, stage, large screens, program, and welcome bags	Entire Grand Congress	Premium+	10
Heritage Partner of the Banquet	\$7,500	Website, newsletters, 4 posts, digital campaigns and press releases	Large screens, program, menus, tables and Banquet signage	Centennial Banquet	Premium	6
Grand Partner	\$5,000	Website, newsletters, 2 posts and digital campaigns	Program, signage and visibility in networking spaces	Networking Space	Premium	4
Visionary	\$3,000	Website, newsletters and 1 post	Program and visibility associated with workshops	Workshop block	Standard	3
Recognition Gala	\$3,000	Website, newsletters and 1 post	Program, Gala signage and possible award presentation	Recognition Gala	Standard	3
Collaborator	\$1,500	Website and newsletters	Program Advertisement and partners' wall	General support	Standard	2
Friend of the Grand Congress	\$750	Website	Logo in program and partners' wall	General support	—	—

PARTNERSHIP DEADLINE:



SEPTEMBER 4, 2026, AT 12 P.M. (MDT)

Contact us today

Associate your organization with a landmark moment in the history of Alberta's Francophonie and help shape the next 100 years of our community.

As part of ACFA's centennial celebrations, partnerships involving goods, services or in-kind contributions may also be considered if they contribute directly to the success of the Centennial Grand Congress and other centennial activities.

LET'S DISCUSS YOUR PARTNERSHIP

To reserve a sponsorship or explore partnership opportunities, please contact:

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