



*we'll move you ... one partnership at a time*

# Community Investment Program

In-Kind Sponsorship Opportunities



EDMONTON INTERNATIONAL AIRPORT

[flyeia.com](http://flyeia.com)

## COMMUNITY INVESTMENT PROGRAM

Edmonton International Airport (EIA) is dedicated to creating moving experiences for our region by supporting organizations that benefit and improve the communities we serve. Our Community Investment Program supports organizations that build community spirit, provide long-term benefits and enhance the region's quality of life.

One of the ways we support our community partners is through in-kind sponsorship. EIA is a prime location for community-minded organizations to spread their messages to a large and growing audience of national and international visitors, as well as Edmonton-area residents. The promotional opportunities offered through our in-kind sponsorship program will help drive the success of community wide events and programs.

Our priority when assessing sponsorship opportunities is to support projects, groups and events that focus on aviation education and heritage, as well as tourism and trade promotion.

Over the years, EIA has invested in countless major community projects and initiatives, including major events like the Rexall Edmonton Indy, 2009 Tim Hortons Roar of the Rings, Meet the North Conference, and ICLEI - World Congress Conference. We are also proud to be a part of grassroots projects such as the EIA View Park in Leduc, the Edmonton Sun's Climb for Kids in support of Big Brothers and Big Sisters, STARS, the Kidsworld tent at the Servus Heritage Festival and Air Canada's Dreams Take Flight.

We are proud to partner with groups that make our community a better place to live and work. We want to move our communities by sharing our success, allowing our growth to truly benefit our region.



BOARDROOMS	3
VARIED SIGNAGE	4
WELCOME BOOTH	5
BANNERS	6
STREET BANNERS	7
STREET BANNER LOCATIONS MAP	8
PILLAR WRAPS	9
PILLAR WRAP LOCATIONS MAP	10
COMPUTER-GENERATED IN-KIND	11
NORTHERN LIGHTS AIRPORT VOLUNTEERS	12
PARTNERING WITH EIA	13
APPLICATION FORM	14

*Please note that all production costs are estimated based on previous sponsorships and these costs are the responsibility of the applicant. Values are based on a monthly rate. Applicants will be responsible for making shipping arrangements and costs of sending/returning of banners and other material to Edmonton International Airport. In-kind sponsorships exceeding \$5,000 in-kind will have the opportunity to take advantage of our Flight Information Display Screens (FIDS) and our Baggage Information Display Screens (BIDS).*

## BOARDROOMS



DVL Mezzanine

### Distinguished Visitor's Lounge Mezzanine

Daily usage, capacity 10 - 12 people

Complimentary with sponsorship

### Multipurpose Room - South

Daily usage, capacity 50 - 75 people

Complimentary with sponsorship

### Multipurpose Room - North

Daily usage, capacity 50 - 75 people

Complimentary with sponsorship



Multipurpose Room - South

*Please note:  
Boardrooms are  
made available to  
partners in our  
Community  
Investment  
Program.*



### Information booth

Our Information Booth is a great area to display brochures or other handouts.

### Window Painting

10 locations, 10'w x 6'h  
 Advertising value: \$1,250  
 Estimated production cost: \$330 each  
 Total value: \$1,580/mth



### Pier Posters

Number 14, 30" w x 40" h  
 Production cost varies  
 Install cost: \$50  
 Advertising value: \$125  
 Total value: \$175



### Lollipop Signs

Poster Holders  
 5 holders available  
 22" w x 28" h  
 Production cost varies  
 Install cost: \$20  
 Advertising value: \$40  
 Total value: \$60



Please note: Production costs are the responsibility of the applicant. Costs and values are based on a monthly rate.

## WELCOME BOOTH



### Welcome Booth

Pull-out counter, daily/weekly/monthly rates  
\$50/day, \$250/week, \$625/month, value  
varies on usage



**Travel Alberta DVD Screen**  
Program loop provided by applicant  
40" LCD screen  
Advertising value: \$1,250  
Total value: \$1,250





**Arrivals - North**

5 locations available  
 6 Banners 12'w x 2'h  
 Estimated production cost: \$220  
 Install cost: \$50 (estimate)  
 Advertising value: \$180  
 Total value: \$230

**Arrivals - South**

3 locations available  
 Size: 12'w x 2'h  
 Estimated production cost: \$220  
 Install cost: \$50  
 Advertising value: \$180  
 Total value: \$230



Please note: Production costs are the responsibility of the applicant. Costs and values are based on a monthly rate.

## STREET BANNERS



### Arrivals Exit First Curb

Doors #7-10 exit, 4 locations available  
Estimated production cost: \$3,000  
Install cost: \$30/hr  
Advertising value: \$1,250  
Total value: \$1,310

### Arrivals Exit Second Curb

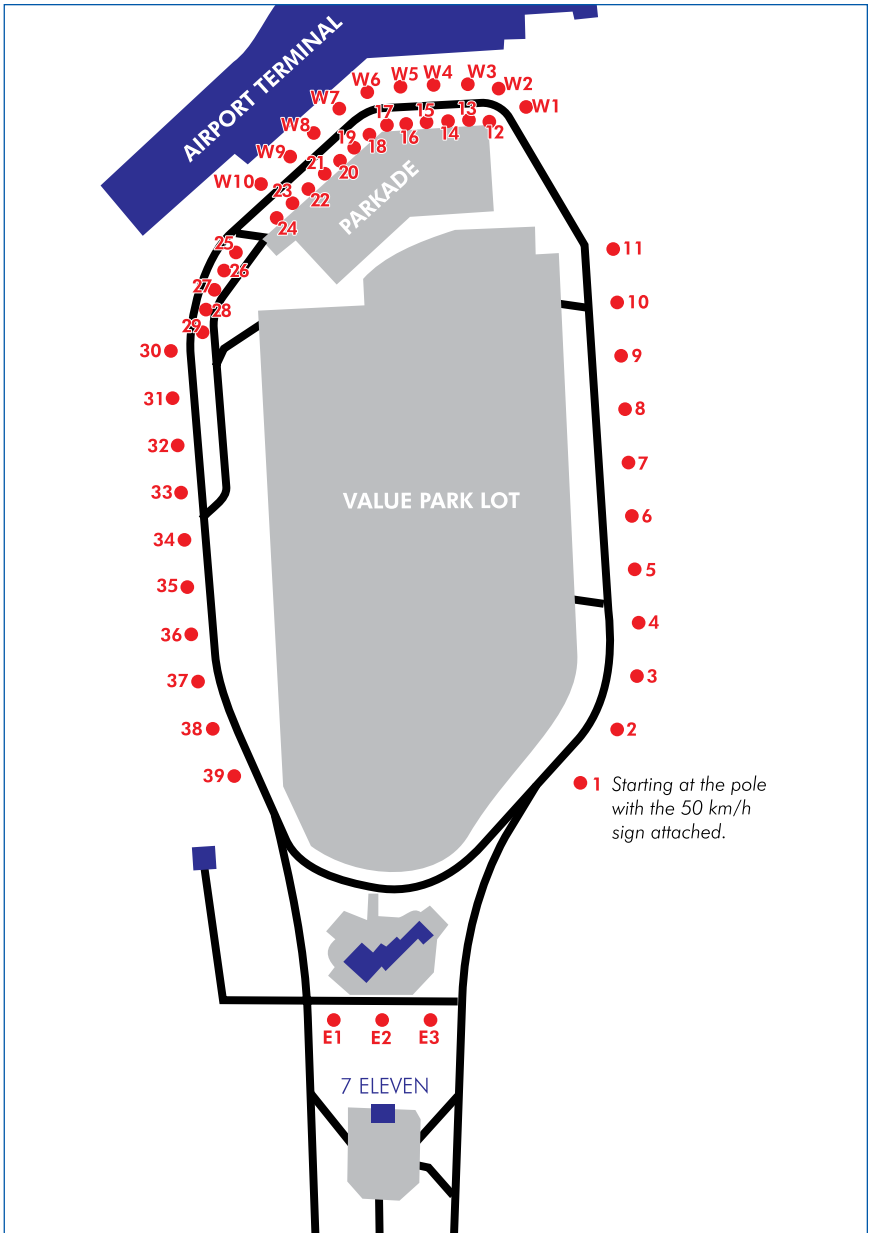
Doors #8-10 exit, 3 locations available  
Estimated production cost: \$3,000 (entire fence)  
Install cost: \$30/hr  
Advertising value: \$1,250  
Total value: \$1,310



### Street Banner

Banner-style flag  
128 locations available  
(See map on page 8, Sold in batches of 30)  
Size: 30" w x 77" h  
Estimated production cost: \$220 each  
Install: \$60/hr (30 banners)  
Advertising value:  $125 \times 30 = \$3,750$   
Total value: \$10,410 for 30 banners

# STREET BANNER LOCATIONS MAP



## PILLAR WRAPS



### Pillar Wraps

- North Arrivals
- Central Hall Arrivals
- South Arrivals

39 locations available

Size: 6' h x varied circumference

Estimated production cost: \$400 - \$550

Install cost: \$50

Advertising value: \$220

Total value: \$270



### Locations of Pillars

Each pillar has a number that you may refer to.  
Circumferences vary. All pillar wraps are 6 feet high.



## COMPUTER GENERATED IN-KIND



### FIDS (Flight Information Display Screens)

19 locations available

Shared exposure of screen

Estimated production cost: varies

JPEG file sized to 1024 x 205 pixels

or

JPEG file sized to 768 x 154 pixels

Install cost: \$50

Advertising value: \$1,250

Total value: \$1,300



### FIDS



### WEBSITE LINK

2008 Airports Council International-North America's Award Winning Website

Approximate hits/mth: 80,000 - 100,000

Ad value: \$2,500, Install cost = \$50,

Total value: \$2,550



### BIDS (Baggage Information Display Screens)

16 locations available

Shared exposure of screen

Estimated production cost: varies

Text to contain a maximum of 21 characters

Install cost: \$50

Advertising value: \$625

Total value: \$675

### GUIDING THE WAY

Our Northern Lights Airport Volunteers are both friendly and knowledgeable. Next time you are in the airport please *"watch for our Northern Lights – they are here to guide you on your way."*



## PARTNERING WITH EIA

Edmonton International Airport (EIA) is Canada's fastest-growing major airport and one of the fastest-growing major airports in the world.

More than 6.4 million passengers flew in and out of EIA in 2008 and another four million people came to the airport to meet and greet these passengers or see them off. This creates a captive audience of almost 11 million people!

When you partner with EIA, your message is spread to a potential audience of more than 25,000 people every day.

Expansion 2012 will allow EIA to continue our phenomenal growth. When the new terminal opens at the end of 2012, the size of the airport will increase by 50 per cent. This means more gates for more flights, more shops and services, and more room to keep offering the best in complete and effective customer service. Learn more at [flyeia.com/expansion2012](http://flyeia.com/expansion2012).

EIA provides an exciting forum for your message, and we do our best to ensure that people see it by offering plenty of opportunity for promoting your event in visible locations.





## CONTACT INFORMATION

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Website: \_\_\_\_\_

## SPONSORSHIP REQUEST DETAILS

Please provide information on your organization and why it would be beneficial to be a partner in the Community Investment Program at EIA.

(Use additional paper if needed.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Area applying for: (Please use exact wording used in this catalogue for clarity)

\_\_\_\_\_

Cost: \_\_\_\_\_

Date requested: \_\_\_\_\_

Date desired for sponsorship to be posted: \_\_\_\_\_

Estimated date for sponsorship to be removed: \_\_\_\_\_

*Thank you for your application. EIA will review your request and contact you within three weeks. Please note that EIA is not responsible for production costs of banners or signage. You may fax this form to 780.890.8217 or e-mail this information to [communityinvestment@flyeia.com](mailto:communityinvestment@flyeia.com).*



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