



# *Signature Event* **2025**

Partnership Opportunities

**abfi**

Alberta Business  
Family Institute



**UNIVERSITY  
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# Welcome

On behalf of the University of Alberta and the Alberta Business Family Institute (ABFI), thank you for considering the opportunity to support the 2025 Signature Event. Since 2003, our Signature Event has celebrated the achievements and stories of Canada's most influential business families, and we are honoured to invite your organization to be part of this legacy. Your support is vital in continuing this celebration of business families.

The Signature Event is not an award or a family of the year designation; rather, it is a celebration of family businesses. As a partner, you will have the unique opportunity to connect with business family leaders, emerging successors, and advisors while showcasing your organization's commitment to supporting the business family community.

We are committed to building strong, lasting relationships with our partners. Our sponsorship packages provide meaningful avenues for visibility and engagement, whether hosting a key event moment, supporting impactful storytelling, or helping to engage the community. We are open to helping you to customize your sponsorship package to create a partnership that reflects your priorities and unique brand.

Warm Regards,

Matt Knight  
Executive Director, Alberta Business Family Institute  
University of Alberta



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# About ABFI

The Alberta Business Family Institute (ABFI), a non-profit organization within the Alberta School of Business at the University of Alberta, was established in the 1990s through a collaboration between the University and a group of Alberta business families. This partnership developed after identifying the need for research-based educational programs and outreach for family-owned businesses and advisors.

Family businesses are the backbone of resilient economies and thriving communities. ABFI is committed to empowering business families to navigate challenges, grow sustainably, and build lasting legacies. We connect business families and advisors with academic research and the study of family-owned businesses. Our Signature Event, alongside other initiatives and funding, supports ongoing research, the development of educational offerings, and family business scholarships for BCom and MBA students. We are led by an advisory board including:

- **Lesley Williams** (Chair), Park Paving Ltd.
- **Nigel Daykin**, RBC Wealth Management
- **Chris Gandhu**, KPMG
- **Rich Groom**, Vanta Group
- **Casey Hutchinson**, Tacada
- **Dean Koeller**, Calvert Home Mortgage
- **Samantha Koliass-Gunn**, Boardwalk
- **Leah Tolton**, Bennett Jones LLP
- **Taylor Woolsey**, York Realty
- **Vikas Mehrotra**, University of Alberta
- **Lloyd Steier**, University of Alberta
- **Vern Glaser**, University of Alberta
- **Matt Knight**, ABFI

# 2025 Signature Event

Alberta Business Family Institute (ABFI) has celebrated the achievements of successful business families since 2003. Each year, our Signature Event brings together upwards of 600 people over two nights in Edmonton and Calgary. The Signature Event focuses on telling the story of a business family, showcasing real-life examples, the history, and lessons learned from building a business family. It provides a unique opportunity to learn, socialize, and celebrate the success of family business. Our 2025 Signature Family will be announced in early 2025.

Our Signature Families include:

- **Sunner Family**, Durabuilt Windows & Doors
- **Rayner Family**, VETS Group
- **Hay Family**, Scandinavian Building Services
- **Koeller Family**, Calvert Home Mortgage
- **Rosenau Family**, Rosenau Transport
- **Gupta Family**, Rohit Group of Companies
- **Forseth/Bacon Family**, Swimco
- **Price Family**, SUNTERRA
- **Hutchinson Family**, Daytona Homes
- **Mullen Family**, The Mullen Group
- **Stanton Family**, The Running Room
- **Brewster Family**, Brewsters Adventures
- **Fuller Family**, Earls & Joey Restaurant
- **Martin Family**, Horizon Capital Holdings
- **Asper Family**, CanWest Global
- **Shaw Family**, Shaw Communications
- **Melton Family**, Melcor Development
- **Ganong Family**, Ganong Bros.
- **Richardson Family**, James Richardson & Sons

# Partnership Opportunities

## Legacy Partner

Legacy Partners are our most prestigious sponsors, demonstrating a deep commitment to the business family community and receiving unparalleled visibility and engagement opportunities.

## Presenting Partner

Presenting Partners play a key role in hosting signature moments of the event, aligning their brand with celebration and connection.

## Supporting Partner

Supporting Partners enable storytelling and unique engagement through focused sponsorship opportunities.

## Community Partner

Community Partners build awareness and support engaging and expanding the business family community.

# Partnership Opportunities

## Legacy Partner

Legacy Partners are our most prestigious sponsors, demonstrating a deep commitment to the business family community and receiving unparalleled visibility and engagement opportunities.

- **Premium exposure:** Year-round website and social media features, exclusive table placement and MC recognition.
- **Exclusive benefits:** Introduce the MC or Signature Family.
- **VIP attendance:** Table for 10 guests with priority seating in Calgary and Edmonton.
- **Podcast feature:** Dedicated episode of Table Talk to amplify your voice.
- **Strategic exclusivity:** Exclusivity at this tier.

**Investment: \$25,000 or \$20,000/year for 3 years**

## Presenting Partner

Presenting Partners play a key role in hosting signature moments of the event, aligning their brand with celebration and connection.

- **Signature moment:** Present the Opening Reception (1 available), Dinner (2 available), or Closing Reception (1 available).
- **VIP attendance:** Table for 10 guests in Edmonton or Calgary.
- **Recognition:** MC mentions, event signage, and your logo in programs, menus, and online platforms.
- **Podcast mention:** Recognition during Table Talk podcast.
- **Exclusivity:** Reserved category exclusivity at this level.

**Investment: \$12,000 or \$9,000/year for 3 years**

# Partnership Opportunities

## Supporting Partner

Supporting Partners enable storytelling and unique engagement through focused sponsorship opportunities.

- **Signature Support:** Support key event elements, including the family-owned table wine (2 available), scotch bar (2 available), or the Signature video (4 available).
- **Acknowledgment:** Prominent signage in the supported area, logo in materials and online.
- **Attendance:** Two seats with the option to upgrade\* to a table.
- **Visibility:** Features in ABFI social media posts, newsletters, and event programs.

**Investment: \$6,000 or \$5,000/year for 3 years**

## Community Partner

Community Partners build awareness and support engaging and expanding the business family community.

- **Community impact:** Help students, startups, and nonprofits attend the Signature Event.
- **Visibility:** Acknowledgment in event materials and website.
- **Attendance:** Two seats with the option to upgrade\* to a full table.
- **Recognition:** Included in a shared recognition with other partners.

**Investment: \$2,500**

**\*Upgrade to a full table (10 guests) for an additional \$2,500.**

# Partnership Details

	Legacy Partner	Presenting Partner	Supporting Partner	Community Partner
<b>Complimentary Signature Event registration</b> (Tables \$3000, Seats \$350).	2 tables (20 guests)	1 table (10 guests)	2 guests	2 guests
<b>Priority seating close to stage and Signature Family table.</b>	✓	✓	✓	X
<b>Exclusivity in your industry or sector.</b>	Legacy Tier	Presenting Tier	X	X
<b>Attendee list pre and post event</b> (names and companies).	✓	✓	X	X
<b>First right of refusal for 2026 Signature Event.</b>	✓	✓	✓	X
<b>Verbal recognition during the program.</b>	✓	✓	✓	✓
<b>Logo and link on ABFI Signature Event webpage.</b>	✓	✓	✓	✓
<b>Logo or name recognition in Signature programs and AV Presentation during dinner and program.</b>	½ page with Large logo	Large logo	Medium logo	Name
<b>Signage or logo recognition displayed at the events.</b>	Sign at entry of event	Sign and logo in presenting area	Logo/sign in supporting area	Sign with all logos & names
<b>Social media mentions (LinkedIn, Instagram) and ABFI newsletter features</b> (1500+ Social Followers, 3k+ Subscribers).	10+ mentions or features	6+ mentions or features	4+ mentions or features	2+ mentions or features
<b>Table Talk Podcast</b> (average of 250 streams per episode).	Feature episode	Mention on podcast	X	X
<b>Discounts on additional tables.</b>	\$200 per table			



# Why Partner?

As a partner of the Signature Event, your organization will have the opportunity to:

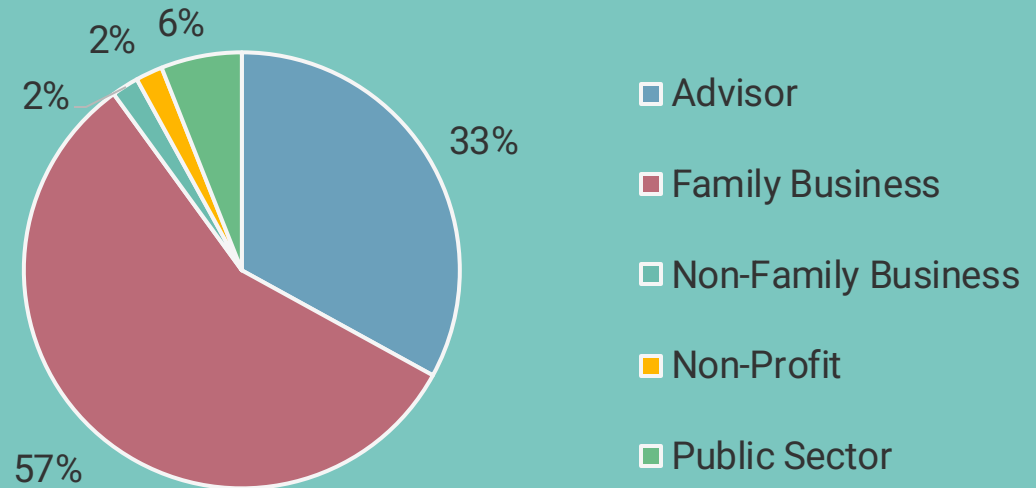
- **Engage** with a select audience of Alberta's and Canada's most influential business family leaders and their successors.
- **Support** vital education, outreach, and research programs dedicated to business families.
- **Participate** in a prestigious event celebrated for over two decades of success.

This partnership is not just about visibility; it's an investment in the legacy and future of family businesses. We invite you to join us in this celebration, showcasing your commitment to the business family community.

## Who Attends?

- Over 450 Attendees
- Over 175 unique companies
- 70+ Presidents, CEOs or President & CEO
- 90+ Family Members
- 1 Premier & 1 MLA

*\*Based on Signature 2023*



# Learn More & Partnership Form

Interested in making an impact as a Signature Event Partner?

Confirm your interest or have someone contact you, please fill out our online [Partnership Form](#).

To learn more about the 2025 Signature Event and ABFI visit: [www.abfi.ca/signature-event](http://www.abfi.ca/signature-event) or contact:

**Matt Knight, Executive Director**

Email: [mknight2@ualberta.ca](mailto:mknight2@ualberta.ca)

Call or Text: 780-222-1575

Your support plays a key role in the continuous success of our Signature Event and to business families across Alberta and Canada.



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# Thank you to our 2024 Partners

## Presenting Partners



Bennett Jones



## Supporting Partners



## Community Partners

- The Shaw Family Foundation
- The Right Honourable Paul Martin & Family

## Event Partners



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