



ALBERTA CAMPING
ASSOCIATION

COMMERCIAL MEMBERSHIP

Partnering with the ACA

Organizations that support the ACA have the opportunity to share their commitment to safe, accredited camping on a provincial scale. Aligning with the ACA elevates your brand by showcasing your commitment to the highest standards in camping. Your partnership amplifies our collective voice, advocating for policies that protect the integrity of the camping experience and the well-being of campers across our province.

Choosing our Partners

The ACA chooses its commercial partners carefully. We seek non-exclusive partnerships with organizations that match the ACA's values and have specific knowledge and expertise in the organized camping space.

Let's talk!

Recognizing that each organization may bring something unique to the table, if there are specific opportunities or ways to support ACA membership not listed below, please get in touch. We are always open to discussion!

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COMMERCIAL MEMBERSHIP FRAMEWORK

MEMBERSHIP BENEFITS & TIERS	GOLD MEMBERSHIP	SILVER MEMBERSHIP	BRONZE MEMBERSHIP
Pricing	1,200/yr	\$900/yr	\$350/yr
Standalone Solo Email to Membership	1 per year	Not Included	–
Dedicated Newsletter Articles	5 per year	3 per year	1 per year
Website Directory Placement	Logo + Custom Promo Block	Logo + Basic Description	Standard Logo Listed
Dedicated Social Media Spotlight	3 per year	1 per year	2 grouped posts per year
Member Discount Commitment	Lowest Price Guaranteed	Lowest Price Guaranteed	10% or Alternative Custom Perk
ANNUAL CONFERENCE BENEFITS			
Conference Sponsorship Package Included (see details on next page)	Gold Level	Silver Level	–
Conference Exhibitor Table	Premium Placement	Standard Placement	–



ADD-ONS & STAND-ALONE OPPORTUNITIES

****Active Commercial Members receive a 25% discount on all items****

ITEM	DETAILS	COST
Gold Conference Sponsorship	One exhibitor table, largest logo placement on conference materials, 2 social media spotlight posts, 2 conference newsletter articles, delegate bag inserts, 1 full registration, and verbal recognition at the opening session.	\$850
Silver Conference Sponsorship	One exhibitor table, standard logo placement on materials, 1 social media spotlight post, 1 conference newsletter article, delegate bag inserts, verbal recognition during event.	\$600
Bronze Conference Sponsorship	One exhibitor table, logo placement on materials, recognition on the ACA website's conference page, and verbal thank-you during the event.	\$350
Solo Email Broadcast	A standalone custom email broadcast focused exclusively on the partner's offerings, sent to the ACA's full mailing list.	\$400
Newsletter Content Feature	Insertion of one promotional or educational article (up to 400 words) with an image and a backlink within a regular edition of the ACA monthly newsletter.	\$200



ADD-ONS & STAND-ALONE OPPORTUNITIES

CONTINUED

ITEM	DETAILS	COST
Social Media Spotlight	Coordinated multi-platform social media push (Facebook, Instagram, LinkedIn) highlighting the vendor's specialized camp solutions or discounts.	\$150
Educational Webinar	60-minute digital slot on the ACA platform Includes managed registration page, calendar entry, 2 newsletter promotional blurbs, 1 dedicated social media post, and access to the opt-in registration attendee list following the event. Webinar topics must be pre-approved by the ACA and focus on resolving practical industry challenges (e.g., risk management, eco-friendly operations, staffing solutions) rather than a pure sales pitch.	\$500
Have other partnership ideas? Let us know!	???	???



MEMBERSHIP COMMITMENT

ACA COMMITMENTS TO COMMERCIAL MEMBERS

The ACA will maintain a consistent operational contact throughout the year to facilitate digital scheduling, asset collection, and fulfillment of the agreement. As well being open to discuss new avenues of partnership.

The ACA will provide an annual summary report detailing digital reach and visibility metrics, such as newsletter open rates, website directory link clicks, and social media engagement.

The ACA will facilitate an annual partner review meeting to check satisfaction levels and discuss renewal or tier-up opportunities.

COMMERCIAL MEMBER COMMITMENTS TO THE ACA

Commercial members will actively maintain and honour the preferred discounts, pricing structures, or perks promised to accredited ACA member camps.

Commercial members will ensure commercial practices and services align with the ACA's mission of supporting safe, high-quality camp and outdoor education experiences for children and youth.





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Become a commercial member today!
albertacamping.com/

Questions?

Please reach out to set up a call today!

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