

ATLANTIC BUSINESS
**TOP
50
CEO**
MAGAZINE
AWARDS

ATLANTIC
BUSINESS
MAGAZINE

TOP 50 CEO AWARD

Sponsorship Package



Celebrity Emcee, Seamus O'Regan



Hubert Hutton and Michael McCain



Our 2009 Top 50 CEO awards gala featured:

More than 700 executive guests

Celebrity emcee Seamus O'Regan, co-host of Canada AM

Keynote address by Michael McCain, president & CEO of Maple Leaf Foods



Dear Potential Sponsor,

Atlantic Business Magazine invites you to partner your corporate brand with the Top 50 CEOs—the most accomplished, forward-thinking and community-minded executives in Atlantic Canada, brought to you exclusively by the region’s leading business magazine.

Who, exactly, are the Top 50 CEOs? Past experience shows that they represent some of the biggest and most influential businesses in Atlantic Canada. Our 2009 list of Top 50 CEOs generated almost \$14-billion in annual revenue. And, they employed more than 40,000 people – approximately four per cent of the entire regional labour force.

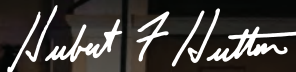
But that’s not all. In addition to being successful captains of industry, the Top 50 CEOs are also highly respected civic leaders. They generously volunteer their time with hundreds of industry organizations and community groups. And that’s just the beginning of their largesse: in 2009, the Top 50 CEOs donated \$20.6-million to charity.

This is more than a one-off event sponsorship. *Atlantic Business Magazine’s* Top 50 CEO awards offer sponsors the opportunity to connect with the business elite of all four Atlantic provinces over a 10-month period.

Our sponsor benefits are unsurpassed. *Atlantic Business Magazine* regularly reviews other awards programs to ensure that we are providing our sponsors with maximum value for their investment. As a result, I’m proud to say that *Atlantic Business Magazine’s* Top 50 CEO awards offer the most comprehensive and value-added sponsor rewards of any awards program in Atlantic Canada.

For more information, please review the sponsorship opportunities outlined on the following pages. I also invite you to contact me personally with any additional questions you might have.

Regards,



Hubert F. Hutton
Publisher





Atlantic Business Magazine's Top 50 CEO Hall of Fame

Established in 2005, induction to the Top 50 CEO Hall of Fame is restricted to five-time Top 50 CEO award winners.



WES ARMOUR

President & CEO, Armour Transportation Systems *Inducted 2005*

TIM BANKS

CEO, APM Group *Inducted 2008*

DR. SHEILA BROWN

Former President & Vice-Chancellor, Mount Saint Vincent University *Inducted 2005*

STEVEN BURNS

CEO, Bulletproof Solutions Inc. *Inducted 2008*

JERRY BYRNE

President & CEO, DFB Group *Inducted 2009*

DENNIS CAMPBELL

President, Ambassatours Gray Line *Inducted 2009*

HOLLIS COLE

President & CEO, ADI Group Inc. *Inducted 2009*

ROB DEXTER

Chair & CEO, Maritime Travel Inc. *Inducted 2007*

ELEANOR HUMPHRIES

Former President & CEO, Halifax International Airport Authority *Inducted 2007*

BERNARD IMBEAULT

Executive Chair of the Board, Pizza Delight Corporation *Inducted 2007*

KEN LEBLANC

President & CEO, PropertyGuys.com *Inducted 2007*

PAUL LEBLANC

CEO, Extreme Group *Inducted 2007*

COLIN MACDONALD

CEO & President, Clearwater Seafoods Limited Partnership *Inducted 2008*

MICKEY MACDONALD

President & CEO, MICCO Companies *Inducted 2006*

FRED MACGILLIVRAY

Former President & CEO, Trade Centre Ltd. *Inducted 2009*

BILL MCEWAN

President & CEO, Sobeys Inc. *Inducted 2007*

DON MILLS

President & CEO, Corporate Research Associates *Inducted 2005*

JIM MILLS

President & CEO, Office Interiors *Inducted 2006*

STEVE PARKER

Founder, CCL Group *Inducted 2006*

KENNETH ROWE

Executive Chairman, I.M.P. Group International *Inducted 2005*

MARK SURRETTE

President, Robertson Surrette *Inducted 2008*

ROBERT ZED

Chair, The Zed Group *Inducted 2005*



Presenting Sponsors (\$15,000)

As one of just **SIX PRESENTING SPONSORS**, you will receive:

- A corporate table (seats 10) at *Atlantic Business Magazine's* Top 50 CEO awards gala; corporate table to be identified by appropriate signage (\$2,000.00 value).
- The opportunity to have a representative of your organization present the Top 50 CEO awards (each Presenting Sponsor will present an equal number of awards).
- A half-page ad in *Atlantic Business Magazine* recognizing your organization's contribution as a Presenting Sponsor (minimum value of \$2,650.00). You supply the text (100 words or less), and we design the ad in accordance with our preformatted template. Note: this ad can be booked for any issue throughout the year except the Top 50 CEO awards issue.
- Inclusion of your corporate logo in five full-page Top 50 CEO advertisements. The five advertisements will appear in *Atlantic Business Magazine* over a 10-month period.
- Inclusion of your corporate logo and 25-word description on the Top 50 CEO awards section of the *Atlantic Business Magazine* website. Your logo will be directly linked to your corporate website.
- A copy of the Top 50 CEO mailing list, providing you with the opportunity to distribute individual congratulations and marketing creative to the award winners.
- Logo inclusion in all associated promotional materials such as gala tickets and print and electronic advertisements.
- Inclusion (logo and 25-word corporate description) in a PowerPoint presentation (stand-alone slide) to be displayed during the gala dinner.
- Logo inclusion on promotional signage that will be prominently displayed throughout the Top 50 CEO awards gala venue.
- Formal acknowledgement by the emcee as a Presenting Sponsor during the awards gala.
- Inclusion of your corporate logo and 25-word corporate description in the gala program.
- Recognition as a contributor to the Top 50 CEO graduate student scholarship. Recognition includes participation in the official cheque presentation and photo opportunity.
- The opportunity to attend a post-gala reception with the Top 50 CEOs and their guests.
- The opportunity to send two (2) representatives to a private networking luncheon with the Top 50 CEO award winners on the day of the gala.
- Total category exclusivity; you will be the only sponsor representative of your particular industrial sector.
- Right of first refusal for next year's event.



Atlantic Business Magazine's Top 50 CEO Award winners, 2009



ATLANTIC BUSINESS MAGAZINE
CEO
 OF THE
YEAR

Each year since 2005, one of *Atlantic Business Magazine's* Top 50 CEOs has been selected for the additional honour of being named CEO of the Year for the entire Atlantic region. This award is presented to the individual who achieved the strongest results for the year, while simultaneously facing the biggest challenges.



FRANCIS MCGUIRE
 President & CEO
 Major Drilling Group International Inc.



ROB SOBEY
 President & CEO
 Lawtons Drug Stores Ltd.



KENNETH ROWE
 Executive Chairman
 I.M.P. Group International



BERNARD IMBEAULT
 Executive Chair of the Board
 Pizza Delight Corporation



PIERRE-YVES JULIEN
 President & CEO
 Medavie Blue Cross



— C.E.O. —
Celebrating Economic Opportunity!

Since 1999, *Atlantic Business Magazine's* Top 50 CEOs have generated
\$1.543-trillion in revenue and created 586,193 jobs.

Supporting Sponsors (\$5,000)

If you can't be one of the six Presenting Sponsors, you can still partner your brand with *Atlantic Business Magazine's* Top 50 CEOs by signing on as a Supporting Sponsor. In return for your \$5,000 investment, you will receive:

- Four tickets to the Top 50 CEO awards gala (\$800 value).
- Inclusion of your corporate logo on the Top 50 CEO awards section of the *Atlantic Business Magazine* website. Your logo will be directly linked to your corporate website.
- Logo inclusion in five Top 50 CEO advertisements appearing in *Atlantic Business Magazine* over a 10-month period.
- Logo inclusion in all associated promotional materials such as gala tickets and print and electronic advertisements.
- Logo inclusion in a PowerPoint presentation to be displayed during the gala dinner.
- Logo inclusion on promotional signage that will be prominently displayed throughout the Top 50 CEO awards gala venue.
- Formal acknowledgement by the emcee as a Supporting Sponsor during the awards gala.
- Inclusion (corporate name and logo) in the gala program.
- The opportunity to attend a post-gala reception with the Top 50 CEOs and their guests.
- The opportunity to send one (1) representative to a private networking luncheon with the Top 50 CEO award winners on the day of the gala.



RESERVE THIS DATE!
2010 Top 50 CEO Awards Gala
Wednesday, May 12, 2010
World Trade & Convention Centre, Halifax





**For more information about
Top 50 CEO Sponsorship Opportunities**
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hhutton@atlanticbusinessmagazine.com