



TESLA OWNERS CLUB OF ALBERTA

SPONSORSHIP PACKAGE
2022/23



TESLA



ABOUT THE CLUB

ESTABLISHED IN EARLY 2016, THE **TESLA OWNERS CLUB OF ALBERTA** ("TOCA") IS AN OFFICIAL MEMBER OF THE TESLA MOTORS' "OWNERS CLUB" PROGRAM — THIS PROVIDES CERTAIN BENEFITS INCLUDING DIRECT ACCESS TO TESLA LIAISONS, COMMUNITY SUPPORT AND DISCOUNTS ON TESLA MOTORS MERCHANDISE.

THERE ARE NOW THOUSANDS OF TESLA VEHICLES ON THE ROAD IN ALBERTA AND WE ARE ANTICIPATING EXPONENTIAL GROWTH IN THE COMING YEARS AS EV ADOPTION BECOMES MORE COMMON.

THE CLUB ORGANIZES SEVERAL EVENTS THROUGHOUT THE YEAR — SOME MORE FORMAL EVENTS SUCH AS OUR ANNUAL BBQ AND THE AGM, AND OTHER INFORMAL MEETUPS OR SHOW & SHINE EVENTS THROUGHOUT THE YEAR. PRIMARILY BASED IN CALGARY AND EDMONTON, EVENTS ARE GENERALLY HELD IN THE TWO MAJOR CITIES AS WELL AS THE TESLA SERVICE CENTRE OR STORE AND AT ONE OF 8 ALBERTA SUPERCHARGER LOCATIONS IN EDMONTON, RED DEER, CALGARY, CANMORE, STRATHMORE, BASSANO, MEDICINE HAT, AND FORT MACLEOD.

THERE ARE NEARLY 520 PAST-AND-PRESENT MEMBERS (AND OVER 2,500 IN OUR FACEBOOK GROUP) AND NEARLY ALL OF OUR MEMBERS ARE ALSO OWNERS. MEMBERSHIP IN THE CLUB IS OPEN TO ALL INDIVIDUALS. MEMBERSHIP DUES ARE \$20 PER YEAR AND OFFERS DISCOUNTS TO MEMBERS FOR MERCHANDISE AND OUR PUBLIC EVENTS.



CLUB EVENTS & MEETUPS

THE CLUB ORGANIZES 3-4 FORMAL EVENTS ANNUALLY:

1. SPRING ANNUAL GENERAL MEETING (RED DEER)
2. SUMMER ANNUAL BBQ (CALGARY & EDMONTON)
3. FALL SHOW & SHINE (VARIES)
4. WINTER INDOOR ACTIVITY/EVENT (VARIES)

ADDITIONALLY, THE CLUB ORGANIZES SEVERAL INFORMAL "MEETUPS" THROUGHOUT THE YEAR — TYPICALLY 5-6 PER YEAR. ATTENDANCE IN OUR FIRST YEAR AVERAGED 30-40 OWNERS FOR EVENTS AND 12-15 OWNERS FOR MEETUPS.





SPONSORSHIP OPPORTUNITIES

SUPPORT OF THE **TESLA OWNERS CLUB OF ALBERTA** PROVIDES SPONSORS WITH AN OPPORTUNITY TO RAISE AWARENESS OF THEIR PRODUCT OR BRAND TO A UNIQUE DEMOGRAPHIC OF INDIVIDUALS. SPONSORS HAVE AN OPPORTUNITY TO LEVERAGE OUR PRESENCE TO PROMOTE THEIR PRODUCT AT OUR EVENTS OR SIMPLY ALLOW US TO THANK YOUR COMPANY AS A **TOCA** SPONSOR FOR A MORE HANDS-OFF APPROACH. ADDITIONALLY, WE HAVE A STRONG ONLINE PRESENCE USING FACEBOOK, OUR WEBSITE, DIRECT EMAIL COMMUNICATIONS, AND SOCIAL NETWORKING. WE HAVE STRUCTURED VARIOUS LEVELS OF SPONSORSHIP DEPENDING ON YOUR LEVEL OF DESIRED SUPPORT...

2022/23 SPONSORSHIP PACKAGES & BENEFITS

Benefits	One-time Sponsor	"Insane" Level Sponsor	"Ludicrous" Level Sponsor
Table to promote company brand/products/services at an event	✓		✓
Space/Booth/Tables to promote company brand/products/services at an event		✓	✓
Pre-event exposure (email and social media leading up to the event)	✓	✓	✓
Your company promoted on the event invitation (email and print)	✓	✓	✓
Event naming ("Annual Tesla Owners BBQ, brought to you by YOURCOMPANY")			✓
Link to your company (1 year) on the TOCA website and Social Media exposure		✓	✓
President's Message - Promotion/Appreciation of your company during an event			✓
One Annual "Honorary" Membership Due Included	✓		
Up to 4 Annual "Honorary" Membership Dues Included		✓	✓
Complimentary access to the sponsored event	✓		
Complimentary access to all events		✓	✓
Cost	\$349 per event	\$995 per year	\$1,495 per year

EDUCATIONAL EVENTS

THE CLUB CAN OFTEN ACCOMMODATE SCHOOLS AND EDUCATIONAL INSTITUTIONS THAT WOULD LIKE TO LEARN ABOUT ELECTRIC VEHICLES, TESLA, SOLAR ENERGY & STORAGE, AUTONOMOUS DRIVING, AND LEARN ABOUT THE FUTURE OF URBAN TRANSPORTATION. THIS IS NORMALLY ORGANIZED WITH VOLUNTEER MEMBERS WHO BRING AND SHARE THEIR OWN PERSONAL VEHICLES AND OFTEN WILL PRESENT INFORMATION OR SIMPLY BE PRESENT TO HELP ANSWER QUESTIONS.

IF INTERESTED, PLEASE CONTACT US AT

DIRECTORS@TESLAOWNERSALBERTA.COM FOR INFORMATION.





ADDITIONAL SPONSORSHIP REQUESTS

WE UNDERSTAND THAT THE SPONSORSHIP PACKAGES BEING OFFERED MAY NOT FIT EXACTLY WHAT YOUR IDEAS ARE... CONTACT US TODAY TO DISCUSS YOUR NEEDS AND HOW THE TESLA OWNERS CLUB OF ALBERTA CAN HELP YOU OR YOUR ORGANIZATION!

SPONSORSHIP CONTACT

DIRECTORS@TESLAOWNERSALBERTA.COM

ALIGNING WITH OTHER EV CLUBS

THE CLUB COORDINATES EVENT DATES WITH OTHER ELECTRIC VEHICLE ASSOCIATIONS AND CLUBS IN ALBERTA AND CANADA SUCH AS:

- EV OWNERS CLUB OF CANADA WWW.PLUGNDRIVE.CA
- ELECTRIC VEHICLE ASSOCIATION OF ALBERTA (EVAA)
WWW.FACEBOOK.COM/GROUPS/ALBERTAEV
- TESLA OWNERS CLUBS OF VICTORIA, BC, ON, & QC
WWW.TESLAOWNERSCLUB.CA



BECOMING A SPONSOR

PLEASE SUBMIT YOUR SPONSORSHIP INTEREST VIA EMAIL TO

DIRECTORS@TESLAOWNERSALBERTA.COM

AN INVOICE WILL BE ISSUED.

