

200 - 948 Howe St.  
Vancouver, BC  
V6Z 1N9



# ABLE BC ANNUAL PARTNERSHIP PACKAGES

2024-25 MEMBERSHIP YEAR

**BC'S ALLIANCE OF BEVERAGE LICENSEES**  
*FOR A RESPONSIBLE LIQUOR & CANNABIS INDUSTRY*



## CONTACT:

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## ABOUT ABLE BC

ABLE BC is the leading advocate for BC's private liquor industry, including private liquor stores, pubs, bars, nightclubs, hotel liquor licensees, and private cannabis retailers. Since our founding in 1975, we have been at the forefront of every significant liquor policy conversation impacting our members. We work with all levels of government to create business-friendly policies and enhance private sector opportunities in a highly regulated industry.

ABLE BC is a non-profit organization funded by membership dues and strategic partnerships with industry supporters, suppliers, and service providers.

### **EDUCATING & EMPOWERING BUSINESS OWNERS:**

At ABLE BC, we're committed to educating and empowering our members. We provide expert guidance to navigate the evolving regulatory landscape, connect you with leading industry professionals, and have a library of free resources to help you run your business. We're invested in your success and will continue to open doors for your business and your team.

### **WORKING IN SOLIDARITY WITH INDUSTRY PARTNERS:**

ABLE BC fosters strong, cooperative relationships with industry partners and experts. We have built a supportive community of advocates who amplify our message and work together to build an environment for growth and prosperity.

### **A UNITED VOICE, A STRONG IMPACT:**

ABLE BC is a relentless advocate for business owners in the private liquor and cannabis industries. We give you a powerful seat at the table, ensuring your concerns are heard and addressed by government. Our reputation comes from fifty years of success in securing business-friendly policy wins. ABLE BC is your trusted partner, working tirelessly to build a prosperous future for our industries.

### **PROTECTING YOUR INVESTMENTS:**

An investment in ABLE BC is an investment in your business. We are dedicated to safeguarding your investments in the private liquor and cannabis industries. We advocate tirelessly for policies that reduce risks and relieve financial pressure, ensuring your business thrives. Join us, and let's secure a prosperous future together.



# OUR MEMBERS, YOUR CUSTOMERS

Partnering with ABLE BC puts you in direct contact with business owners, senior managers, and decision-makers in the private liquor and cannabis industries. We help grow your brand and develop new business opportunities with our members.

Our growing membership base is made up of **more than 700** owners, managers, and buyers representing nearly **1000 liquor and cannabis businesses** across the entire province.

ABLE BC is your path to connecting with more than:

- 8500 newsletter subscribers
- 300 liquor retailers
- 400 liquor primaries
- 250 hotel liquor licensees
- 100 cannabis retailers
- 70 associate members




# SILVER | \$2500

Save over \$1000 on advertising with this package!

## PACKAGE INCLUDES:

- ABLE BC Associate Membership,
- Website recognition under the **ABLE Experts** banner,
- One **Ask the Expert** article in our bi-weekly Industry Update e-newsletter,
- One sponsored webinar, and
- Full access to our annual Industry Benchmark Survey results.






[About Us](#) [ABLE Experts](#) [Membership](#) [Advocacy](#) [News & Events](#) [Store](#) [Member Login](#)

Cannabis
Join Today
🔍 Cart (0)

## ABLE Experts

ABLE EXPERTS ARE TRUSTED ALLIES AND INDUSTRY PARTNERS INVESTED IN MEMBERS SUCCESS.



Foodbuy Canada

Martin Brochu  
Regional Sales Director, Foodbuy Canada

Foodbuy is the foodservice industry's leading procurement services organization, focused on lowering purchasing and product costs for ABLE BC members. Foodbuy negotiates on your behalf for rebates from over 400 manufacturers and 35,000 items. Keep your existing distribution agreements and vendors, and let Foodbuy fill in the gaps with monthly rebate cheques. More than just food, Foodbuy will save you money on an array of professional services including Staff Scheduling & Retention Programs, Draught Quality Assurance, Linen Services, Cleaning Services, Product Sourcing, and more!

Contact Martin:

- 604-291-9548
- [martin.brochu@foodbuy.ca](mailto:martin.brochu@foodbuy.ca)
- [foodbuy.ca](http://foodbuy.ca)

## BECOME AN ABLE EXPERT!

- ABLE Experts are trusted allies and industry partners invested in our members' success.
- Receive a custom listing with prominent placing on ABLE BC's website PLUS direct linking to your listing in every Liquor and Cannabis Industry Update Newsletter.

## GOLD | \$4500

Save over \$2000 on advertising with this package!

### PACKAGE INCLUDES:

- All the perks of a Silver package, PLUS:
- Additional **Ask the Expert** newsletter articles (maximum of 4),
- One dedicated e-blast to 8500+ newsletter subscribers,
- Sponsored social media posts (maximum of 4),
- An opportunity to present to ABLE BC's **Liquor Primary Policy Committee, LRS Policy Committee, or Cannabis Policy Committee,**
- A promotional flyer included in the annual membership package (provided to all members annually),
- One sponsored Liquor Industry Meeting, and
- Opportunity to present a webinar to ABLE's members.

*Optional: In addition to or in lieu of the above, we can build in a custom revenue share or in-kind partnership. Contact Jeff Guignard at [jeff@ablebc.ca](mailto:jeff@ablebc.ca) to discuss.*



## PLATINUM | CUSTOM PACKAGES AVAILABLE STARTING AT \$7500

Save at least \$5000 on advertising with this package!

### PACKAGE INCLUDES:

- All the perks of a Gold package, PLUS:
- An opportunity to present to ABLE BC's Board of Directors (30 min), and
- Right of first refusal to sponsor ABLE BC's most anticipated and attended events:
  - Annual General Meeting
  - Post-Holiday Industry Reception
  - SPARK: BC's Hospitality Conference (formerly the BC Liquor Conference)

*Optional: In addition to or in lieu of the above, we can build in a custom revenue share or in-kind partnership. Contact Jeff Guignard at [jeff@ablebc.ca](mailto:jeff@ablebc.ca) to discuss.*



**LOOKING FOR ADDITIONAL WAYS TO GET INVOLVED WITH ABLE BC?  
CONTACT US TO DISCUSS OUR FULL RANGE OF OPPORTUNITIES.**

### **ASSOCIATE MEMBERSHIP | \$500**

- Member Portal access
- Free or discounted event registration
- Networking opportunities
- One complimentary e-blast to 8500+ e-newsletter subscribers
- A complimentary listing in the annual [Buyers' Guide](#)

### **PRINT & DIGITAL ADVERTISING**

- Associate members receive a 15% discount on advertising
- See the [Media Kit](#) for full details
- Contact [joyce@emcmarketing.com](mailto:joyce@emcmarketing.com) to book now

### **PROMOTIONAL FLYER INCLUSION IN THE ANNUAL MEMBERSHIP PACKAGE**

- \$1100 to reach every ABLE BC member
- Or reach a specific segment of members:
  - LRS members | \$500
  - LP members | \$500
  - LRS & LP members | \$900
  - Cannabis members | \$200
  - Associate members | \$100



### **DONATE TO THE ABLE BC ADVOCACY FUND**

Donating to this fund gives us the resources we need to seek legal counsel, pressure government through media campaigns, and provide additional member resources for free.

**EVENT SPONSORSHIPS | *Sponsorship opportunities are limited – don't wait!***

**ABLE BC BOARD OF DIRECTORS MEETING | \$500**

- Includes opportunity to present

**ABLE BC POLICY COMMITTEE MEETING | \$250**

- Includes opportunity to present

**ABLE BC MEMBER WEBINAR | Contact [joyce@emcmarketing.com](mailto:joyce@emcmarketing.com) to book**

- Sponsor only | \$500
- Sponsor & present | \$1000

**ANNUAL GENERAL MEETING | product in-kind options are available**

- Beverage | \$2000
- Food | \$1000
- Venue | \$1000
- Presenting | \$1500

**POST-HOLIDAY INDUSTRY RECEPTION | product in-kind options are available**

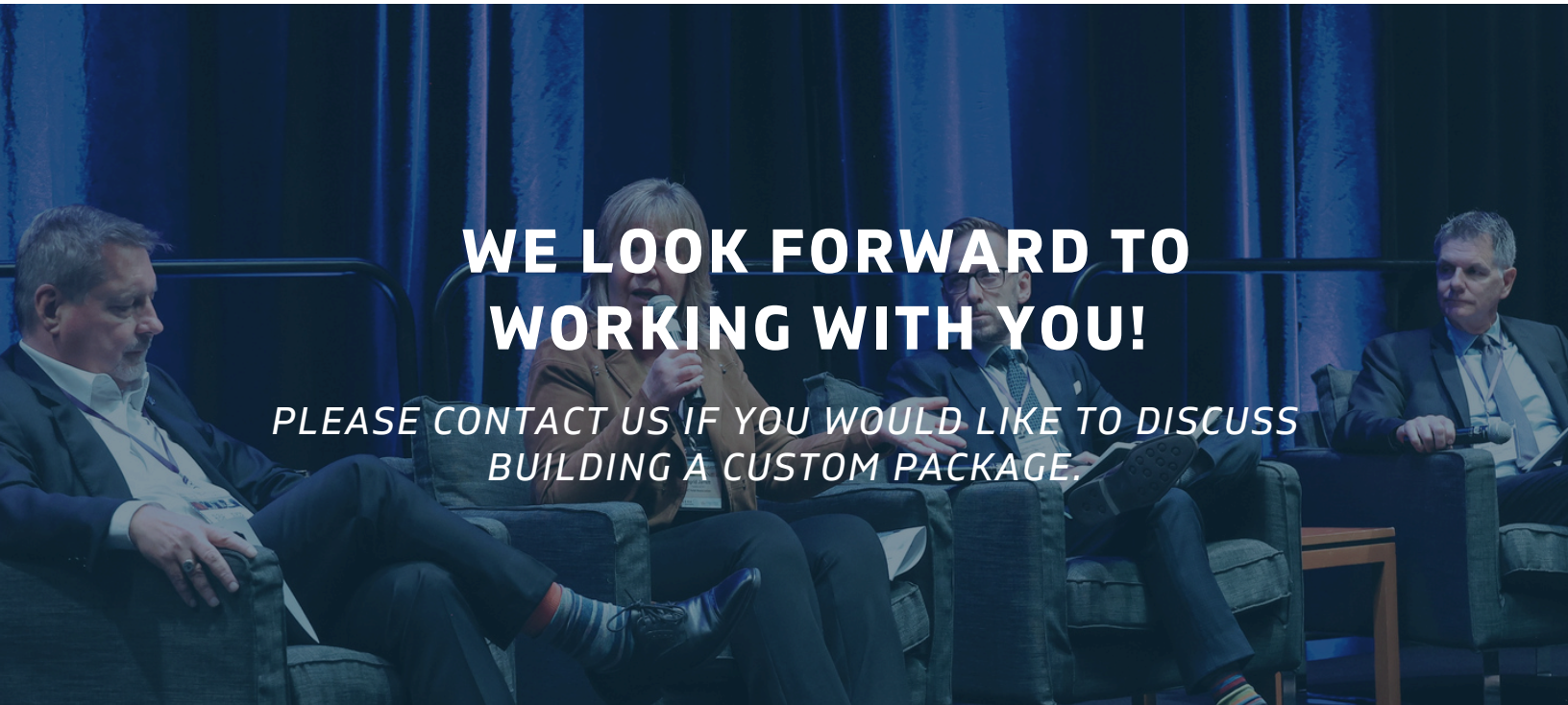
- Beverage | \$3000
- Food | \$1500
- Venue | \$1000
- Presenting | \$2000
- Entertainment | \$2000

**SPARK: BC'S HOSPITALITY CONFERENCE (formerly the BC Liquor Conference)**

- Full sponsorship options will be available in fall 2024

**LIQUOR INDUSTRY MEETINGS | pre-event promotion, option to present**

- Sponsor 1 meeting | \$400
- Sponsor 2-4 meetings | \$350 each
- Regional sponsorship | \$1500
  - Includes 5 meetings in one region:  
Vancouver Island, Greater Vancouver/Fraser Valley, Thompson Okanagan,  
Kootenay Rockies, Cariboo Chilcotin Coast, Northern BC



**WE LOOK FORWARD TO  
WORKING WITH YOU!**

*PLEASE CONTACT US IF YOU WOULD LIKE TO DISCUSS  
BUILDING A CUSTOM PACKAGE.*

**2024-25 MEMBERSHIP YEAR**

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