



BC Achievement Indigenous Business Award



SPONSORSHIP

Partner with the Indigenous Business Award (IBA) program and support Indigenous Entrepreneurship in British Columbia

The IBA program recognizes Indigenous businesses that are generating economic development opportunities, creating partnerships and shaping communities.

IBA sponsorship opportunities offer a unique platform to showcase and connect your brand directly to Indigenous businesses and can be curated to your company's needs and corporate social responsibility goals.

Multi-year funding opportunities are encouraged and available to all IBA sponsors. Your commitment elevates the stories of IBA awardees and shines the light on their achievements so that others may follow their example.

Categories

- **Young Entrepreneur of the Year**
- **Business of the Year**
 - 1-2 person entity*
 - 3-10 person entity*
 - 11+ person entity*
- **Community-Owned**
 - 1 entity*
 - 2+ entities*
- **Business Partnership of the Year**
- **Award of Distinction**

To learn more about available sponsorship opportunities with the 2022 IBA program, please contact Cathryn Wilson at (604) 261-9777 ext. 101 | cathrynwilson@bcachievement.com

Sponsorship Opportunities

Sponsorship Level	LEAD	TITLE	PRESENTATION	CATEGORY	SUPPORTING
Investment	\$50,000	\$25,000	\$20,000	\$10,000	\$5,000
Benefit**					
Bursary Sponsor for all award categories (\$2500 per awardee)					
Address awardees with a pre-recorded or live event message					
Present award at event* in Award of Distinction category					
Sponsor of 'Award of Distinction' film					
One blog post featuring sponsor's commitment to Indigenous businesses shared on BC Achievement platforms					
#shinethlightbc digital campaign title sponsor					
Sponsor of 'Where are they now' film featuring IBA program alumni					
Blog post mention featuring an IBA awardee shared on BC Achievement platforms					
Spotlight series presentation sponsor at event*					
Sponsor recognition for an awardee film					
Final slate logo placement in all awardee films					
Paid print media, social media mentions + tags during #nominatenowbc campaign & Call for Nominations					
Paid print media, social media mentions + tags during #shinethlightbc campaign & presentation/event*					
Earned media through press release & e-blasts					
Company logo & direct link to sponsor's website on IBA webpage					
Rights to promote IBA sponsorship in company materials					
Brand mention to promote event* during awardee announcement through paid print & social media					
Logo placement on event collateral					
Podium recognition at event* by emcee					
Logo placement in post-event* survey					
Sponsor recognition in BCAF Annual Report					
Tables at event*	2	1	1	1	4 tickets

*Should circumstances prohibit a live event in 2022, BC Achievement will work with each sponsor to identify and provide other unique recognition opportunities.

**All sponsors will receive up to 12 months of visibility on BC Achievement's website and social media channels, including the Call for Nominations.