



## SPONSORSHIP

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

In its fourteenth year, the IBA program boasts over 200 remarkable businesses within its alumni. The award program serves to:

- raise the voices of Indigenous entrepreneurs and businesses who are building significant socio-economic opportunities and generating cultural resurgence across the province
- facilitate increased Indigenous representation in the business sector
- create a platform for sharing stories of resilience and ingenuity to help 'shift the narrative and deficit that are often at the forefront of news stories'
- foster strategic partnerships with key stakeholders that lend their support to elevating excellence and inspiring achievement in Indigenous business

The IBA program is presented by BC Achievement in partnership with the Ministry of Indigenous Relations and Reconciliation and generously supported by our sponsorship family.

Multi-year funding is encouraged and available to all sponsors. Recognition levels can be tailored to your needs to ensure your message is delivered in line with your corporate social responsibility goals.

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

**Join us to celebrate Indigenous entrepreneurship in BC and elevate excellence, share success and inspire change. Your commitment elevates the stories of IBA awardees, invests in their achievements while shining a light on business excellence and innovation so others may follow their example.**

## LEAD \$50,000 (one available)

- Two tables of ten at gala dinner (twenty tickets to event)
- Lead bursary sponsor (\$2500 to each category recipient)
- Pre-recorded or live congratulatory message at event
- Podium recognition
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & *ELEVATE* monthly newsletter plus annual report
- Brand recognition, tiered, on award program webpage & direct link to sponsor's website
- Brand recognition, tiered, in print and social media during all campaigns: **#nominatenowbc** and **#shinethelightbc**
- Earned media through press release and e-blasts
- Rights to promote sponsorship in company materials
- Two blog posts featuring sponsor's commitment to elevating excellence in Indigenous businesses shared on BC Achievement platforms

## TITLE \$25,000 (now closed)

- One table of ten at gala dinner (ten tickets to event)
- Digital campaign title sponsor: **#shinethelightbc**
- Podium recognition
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & *ELEVATE* monthly newsletter plus annual report
- Brand recognition, tiered, on award program webpage & direct link to sponsor's website
- Brand recognition, tiered, in print and social media during all campaigns: **#nominatenowbc** and **#shinethelightbc**
- Earned media through press release and e-blasts
- Rights to promote sponsorship in company materials
- Blog post featuring sponsor's commitment to elevating excellence in Indigenous businesses shared on BC Achievement platforms

## PROGRAM \$25,000 (one available)

- One table of ten at gala dinner (ten tickets to event)
- IBA alumni program named sponsor
- Podium recognition
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & *ELEVATE* monthly newsletter plus annual report
- Brand recognition, tiered, on award program webpage & direct link to sponsor's website
- Brand recognition, tiered, in print and social media during all campaigns: **#nominatenowbc** and **#shinethelightbc**
- Earned media through press release and e-blasts
- Rights to promote sponsorship in company materials
- Blog post featuring sponsor's commitment to elevating excellence in Indigenous businesses shared on BC Achievement platforms

# ENGAGEMENT OPPORTUNITIES

## PRESENTATION \$20,000 (now closed)

- One table of ten at gala dinner (ten tickets to event)
- Spotlight Series presentation sponsor at event and in social media channels
- Podium recognition
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & *ELEVATE* monthly newsletter plus annual report
- Brand recognition, tiered, on award program webpage & direct link to sponsor's website
- Brand recognition, tiered, in print and social media during all campaigns: **#nominatenowbc** and **#shinethelightbc**
- Earned media through press release and e-blasts
- Rights to promote sponsorship in company materials
- Blog post featuring sponsor's commitment to elevating excellence in Indigenous businesses shared on BC Achievement platforms

## FILM - \$10,000 (multiple available)

- One table of ten at gala dinner (ten tickets to event)
- Podium recognition
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & *ELEVATE* monthly newsletter plus annual report
- Brand recognition, tiered, on award program webpage & direct link to sponsor's website
- Brand recognition, tiered, in print and social media during all campaigns: **#nominatenowbc** and **#shinethelightbc**
- Earned media through press release and e-blasts
- Social media gratitude post featuring sponsor's commitment to elevating excellence in Indigenous Business
- Rights to promote sponsorship in company materials

## SUPPORTING \$5,000 (multiple available)

- Four tickets to gala dinner
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & *ELEVATE* monthly newsletter plus annual report
- Brand recognition, tiered, on award program webpage & direct link to sponsor's website
- Brand recognition, tiered, in print and social media during all campaigns: **#nominatenowbc** and **#shinethelightbc**
- Earned media through press release and e-blasts
- Rights to promote sponsorship in company materials

**To learn more about engagement opportunities for the 2022 IBA program,  
please contact Cathryn Wilson  
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(604) 261-9777 ext. 101 or (604) 306-1026**