



## BC Achievement Indigenous Business Award

# 2023 SPONSORSHIP OPPORTUNITIES

## ABOUT THE IBA PROGRAM

Partnering with the Indigenous Business Award (IBA) program supports Indigenous entrepreneurship throughout British Columbia. Celebrating its fifteenth year, the IBA program boasts over 220 remarkable businesses among 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 relationships with key partners 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.

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

## SPONSORSHIP OPPORTUNITIES

Multi-year funding is encouraged and available to all sponsors. Recognition levels can be tailored to ensure messaging 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.

### LEAD SPONSOR \$50,000 (Open)

- **Two tables of ten at gala dinner (twenty tickets to event)**
- **Pre-recorded congratulatory message at event**
- **Recipient reception sponsor**
- **Podium recognition and brand recognition during ceremony break**
- 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 Business shared on BC Achievement platforms

### AUDIO VISUAL SPONSOR \$40,000 (Open)

- **One table of ten at gala dinner (ten tickets to event)**
- **AV title 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 Business shared on BC Achievement platforms

## **IBA BURSARY SPONSOR \$30,000 (Open)**

- **One table of ten at gala dinner (ten tickets to event)**
- **IBA bursary 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 Business shared on BC Achievement platforms

## **TITLE SPONSOR \$25,000 (Open)**

- **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 Business shared on BC Achievement platforms

## **PROGRAM SPONSOR \$25,000 (Open)**

- **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 Business shared on BC Achievement platforms

## **AWARDEE SPONSOR \$20,000 (Closed)**

- **One table of ten at gala dinner (ten tickets to event)**
- **Awardee travel & accommodation 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 Business shared on BC Achievement platforms

## **PRESENTATION SPONSOR \$20,000 (Closed)**

- **One table of ten at gala dinner (ten tickets to event)**
- **Spotlight Series presentation 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 Business shared on BC Achievement platforms

## **ELDERS' AND DANCERS' SPONSOR \$10,000 (Closed)**

- **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
- Rights to promote sponsorship in company materials
- Social media gratitude post featuring sponsor's commitment to elevating excellence in Indigenous Business shared on BC Achievement platforms

## **FILM SPONSOR \$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
- Rights to promote sponsorship in company materials
- Social media gratitude post featuring sponsor's commitment to elevating excellence in Indigenous Business shared on BC Achievement platforms

## **SUPPORTING SPONSOR \$5,000 (Multiple Available)**

- **Four tickets to event**
- 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 2023 IBA program, please contact Angela Marston, Program Director at [angela@bcachievement.com](mailto:angela@bcachievement.com) or (250) 709-5299***