



BC Achievement Indigenous Business Award



Chief Willie Sellars 2023 IBA Recipient

2024 IBA SPONSORSHIP OPPORTUNITIES

Join us as we strive to serve as a catalyst for economic reconciliation while strengthening partnerships between Indigenous and non-Indigenous communities in BC. Multi-year funding is encouraged and available to all sponsors. Recognition levels can be tailored to ensure messaging is delivered in alignment with your organization's community engagement responsibilities. All sponsors receive up to 12 months of visibility on BC Achievement's website and social media channels.

LEAD SPONSOR \$50,000 (Open)

- Two tables at the IBA Gala and four invitations to Recipient Reception
- Pre-recorded congratulatory message at event (livestreamed)
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus BCAF annual reports
- 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

RECEPTIONS (RECIPIENT AND GENERAL) TITLE SPONSOR \$40,000 (Closed)

- Two tables at the IBA Gala and eight invitations to the Recipient Reception
- Receptions: Recipient and General named sponsor, brand recognition at receptions.
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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 \$30,000 (Closed)

- One table at the IBA Gala and four invitations to the Recipient Reception
- Presentation named sponsor
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

BURSARY SPONSOR \$30,000 (Open)

- One table at the IBA Gala and three invitations to the Recipient Reception
- Bursary named sponsor
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

ALUMNI SPONSOR \$20,000 (Closed)

- One table at the IBA Gala and two invitations to Recipient Reception
- Alumni named sponsor
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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 platform

AWARDEE SPONSOR \$20,000 (Closed)

- One table at the IBA Gala and two invitations to the Recipient Reception
- Awardee named sponsor
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, awardee film final slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

DIGITAL CAMPAIGN SPONSOR \$20,000 (Open)

- One table at the IBA Gala and three invitations to Recipient Reception
- Digital campaign title sponsor: #shinethelightbc & nominatenowbc
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

EVENT DESSERT SPONSOR \$20,000 (Open)

- One table at the IBA Gala and two invitations to Recipient Reception
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition on dessert presentation at event
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

ELDERS' & DANCERS' SPONSOR \$15,000 (Open)

- One table at the IBA Gala and two invitations to Recipient Reception
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

FILM SPONSOR \$15,000 (Multiple Available)

- One table at the IBA Gala and two invitations to Recipient Reception
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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

DIRECTORS OF CEREMONIES' & SPEAKERS' SPONSOR \$10,000 (2 Available)

- Five invitations to the IBA Gala and one invitation to Recipient Reception
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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
- Rights to promote sponsorship in company materials

SUPPORTING SPONSOR \$5,000 (Multiple Available)

- Two invitations to the IBA Gala
- Podium brand recognition during ceremony break (livestreamed)
- Brand recognition, tiered, in event collateral, on Eventbrite, awardee film slate, post-event survey & ELEVATE monthly newsletter plus the IBA program and BCAF annual reports
- 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
- Rights to promote sponsorship in company materials

For more information contact the IBA Program Director Angela Marston at
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