

▶ SBBC AWARDS 2021

A CELEBRATION OF RESILIENCY

- ▶ We believe now, more than ever, is a time to celebrate our small business heroes. This year, entrepreneurs have found themselves suffering immediate and far-reaching impacts as a result of the COVID-19 pandemic. Throughout it all, we have been inspired by the resiliency and adaptability they have shown to not only survive, but thrive. In that same spirit, Small Business BC's 18th Annual SBBC Awards is adapting to our current reality, delivering a unique and unprecedented virtual awards program that celebrates their achievements and showcases the many inspiring stories happening around our province. While things may look a little different this year, we are determined to deliver our usual high profile, prestigious experience where everyone can participate and share in each other's successes, safely.

Just last year we supported and promoted



Over
600
Businesses



70
Communities
From Across B.C.

We saw engagement from the community including:



45,000+
Votes Cast



190,000+
Page Views

▶ Starting January 2021

- 1** A multi month nomination and judging period to engage all the businesses and communities across the province
- 2** A virtual / recorded pitch and judging experience from contenders across the province
- 3** Celebratory streamed / broadcast event
- 4** Post celebration marketing campaigns extending attention and time to the businesses and sponsors



This year, Small Business BC has pioneered a range of innovative COVID-19 resources and supports. Our community have responded, helping us reach the 2.5 million page view mark by September 1. In line with the value we bring to our clients, we are determined to deliver value to the nominees, communities and sponsors who join us on this journey. We are looking for forward-thinking sponsors who believe in the goals and vision of our awards program, and are passionate about celebrating the small business champions who provide essential services in our communities. Ways to sponsor or support us include:

► SPONSORSHIP OPPORTUNITIES

	Community Sponsor (Unlimited)	Gold Sponsor (3 opportunities)	Social Media Sponsor (1 opportunity)	Broadcast Sponsor (1 opportunity)	Video Production Sponsor (1 opportunity)	Category Sponsor (2 opportunities)
Brand mention to promote event	✓	✓	✓	✓	✓	✓
Sponsor recognition by emcee	✓	✓	✓	✓	✓	✓
Logo placement in event program	✓	✓	✓	✓	✓	✓
Logo placement in rotating slideshow	✓	✓	✓	✓	✓	✓
Logo placement in awards sponsor page	✓	✓	✓	✓	✓	✓
Logo inclusion in e-newsletter promoting event	✓	✓	✓	✓	✓	✓
Brand mention in post-event survey	✓	✓	✓	✓	✓	✓
First right for refusal for following years' SBBC Awards		✓	✓	✓	✓	✓
Company description with logo and direct link to your website on SBBC Awards sponsors page				✓	✓	✓
Brand mention in Panel Discussion promotion event		✓				✓
Primary logo exposure on all Category-related materials						✓
Ability to sit on the judging panel						✓
Brand mention in post-Awards podcast episodes						✓
1 sponsored article on SBBC website	✓	✓				
1 premium web ad on SBBC website	✓	✓				
1 e-Newsletter feature		✓				
1 premium web ad on BC Marketplace		✓				