



Small Business BC
Awards

2024 Sponsorship
Opportunities



About SBBC

When finding your way through the business world feels daunting, Small Business BC is here to help. We are an independent non-profit resource centre for entrepreneurs. We exist to elevate every BC business, and our doors are open to everyone, at every step along your business journey. If you're just starting out or embarking upon a growth stage, our trusted team will help you put your best foot forward.

Each year, we provide direct support to tens of thousands of entrepreneurs through our range of business education, one-on-one advisories and in-person networking events. Online, our free templates, resources and business articles are accessed by over a million users each year.



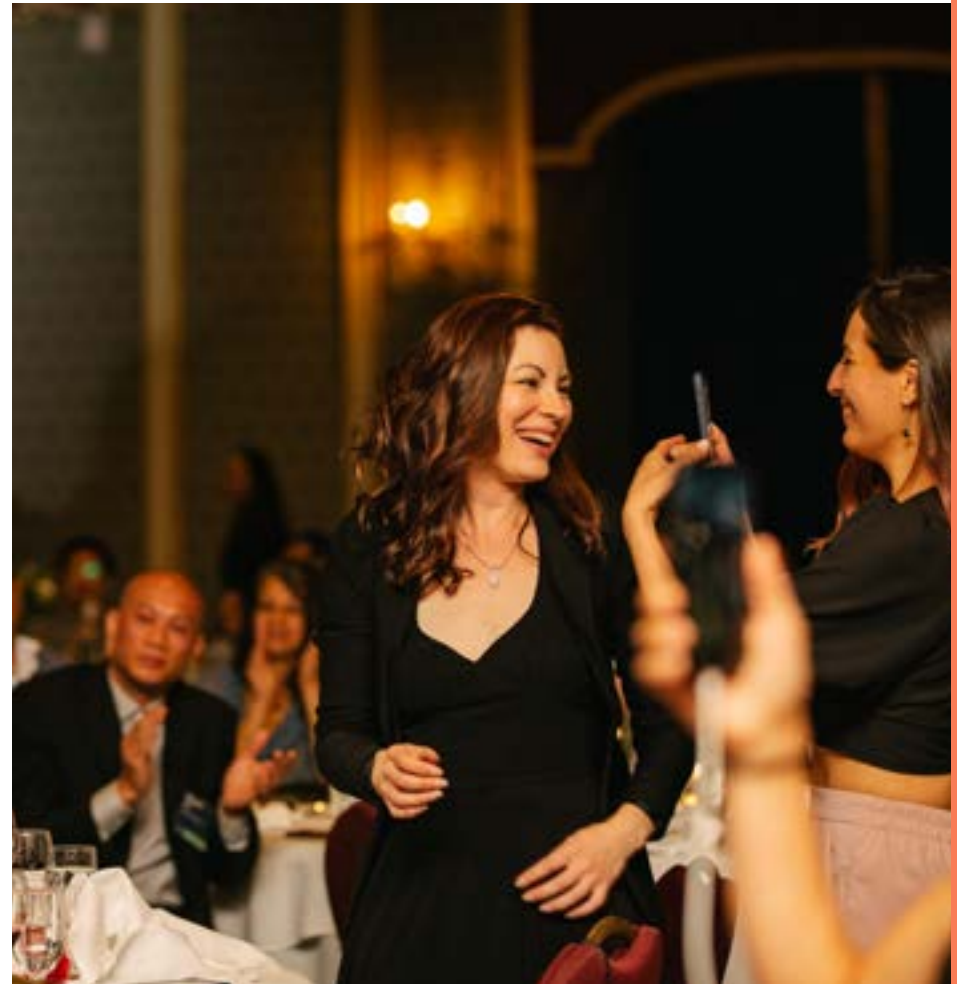
The Awards have changed my life. Whenever my business is mentioned now it's always spoken about as an 'Award-winning business.' We have clients come in now who found out about the business from all the coverage we received and that all comes back to Small Business BC and the awards.

— Sadaf Rahimi, Charcuterie Vancouver

About the Awards

Now in its 21st year, the Small Business BC Awards is British Columbia's largest awards competition dedicated exclusively to small businesses.

Many of our Awards alumni have gone on to achieve national and international success, using the momentum and exposure from their win to help achieve their growth goals. Some of our winning businesses include: Two Wheel Gear, Freshworks Studio, Ovry, and Mealshare.



Shining the light on our small business was a big support. When we won our award...that was huge for us. When people talk about us, they say that they saw this award.

— Robyn Mair, Co-Founder, Mint Cleaning

Our Ideal Partners

- 1 Interested in giving back to the entrepreneurial community
- 2 Looking to increase brand visibility among small businesses
- 3 Seeking in-person exposure to small business owners
- 4 Aiming to broaden their network by connecting with other community partners

21 Years of Celebration



Close to 7,000
Nominees



700,000
Votes Cast



300,000+ Page
Views Each Year



80+ Awards
Presented



We were happy to join in partnership and support SBBC and entrepreneurs here in BC. It is definitely a monumental year for the competition, marking a huge celebration at 20. I am happy to hear the total sum distributed to local business and I witnessed firsthand the event's success.

– Mariat Jibril, Regional Manager, TD Bank Group

2023 Program and Media Metrics

MEDIA REACH

83.5M

NOMINATIONS SUBMITTED

613

NEWSLETTER AUDIENCE

62.6k

COMMUNITIES THROUGHOUT BC

84

AWARDS WEBSITE VIEWS

335k

VOTES CAST

74.1k

SOCIAL MEDIA IMPRESSIONS

243k

GALA REGISTRANTS

306

FEATURED IN



Title Sponsor

1 opportunity available

- Logo on all pages including category and sponsor pages
- Logo in SBBC staff email signatures for duration of the contest
- Logo on event signage and marketing assets
- Logo in program
- Logo in gala pre-roll video
- Slide in gala pre-roll video
- Award sponsor feature on awards website
- Dedicated social media posts*
- Sponsored article on SBBC website
- Sponsor email opt-in on both nominations and gala ticket sales*
- Mention in press releases
- Mention in post-event survey
- 10 tickets to gala
- Opportunity for interactive activation at gala
- Sponsor recognition by Emcee
- Speaking opportunity during gala
- Name and logo placement on trophies
- Opportunity to sit on judging panel
- Industry Exclusivity **contingent on industry*

**contingent on sign up date*

Investment
\$40,000



Category Sponsor

4 opportunities available

- Logo on category page
- Logo on sponsors page
- Logo in program
- Logo in gala pre-roll video
- Slide in gala pre-roll video
- Logo on event signage and marketing assets
- Dedicated social media posts*
- Award sponsor feature on awards website
- Sponsored Article on SBBC website
- Sponsor email opt in on category nominations*
- Sponsor boilerplate and logo on category winner articles
- Mention in press releases*
- 10 tickets to gala
- Booth (6' table) at gala
- Sponsor recognition by Emcee
- Name placement on trophies
- Present award on stage
- Opportunity to sit on judging panel for Award

**contingent on sign up date*

Investment
\$15,000

Platinum Sponsor

- Logo on sponsors page
- Logo in program
- Logo in gala pre-roll video
- Slide in gala pre-roll video
- Award sponsor feature on award website
- Dedicated social media posts*
- Sponsored article on SBBC website
- Logo on event signage and marketing assets
- 8 tickets to awards gala
- Opportunity for interactive activation at gala
- Sponsor recognition by Emcee

**contingent on sign up date*

Investment
\$10,000

Gold Sponsor

- Logo on sponsors page
- Logo in program
- Logo in gala pre-roll video
- Combined social media posts
- Logo on event signage and marketing assets
- 4 tickets to awards gala
- Booth (6' table) at gala
- Sponsor recognition by Emcee

Investment
\$5,000

Silver Sponsor

- Logo on sponsors page
- Logo in program
- Logo in gala pre-roll video
- Combined social media posts
- Logo on event signage and marketing assets
- 2 tickets to awards gala
- Booth (high-top) at gala

Investment
\$3,000

Looking for an opportunity that fits your objectives?

Customized sponsorship options are available upon request.

Contact Small Business BC to chat further.



Get In Touch

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