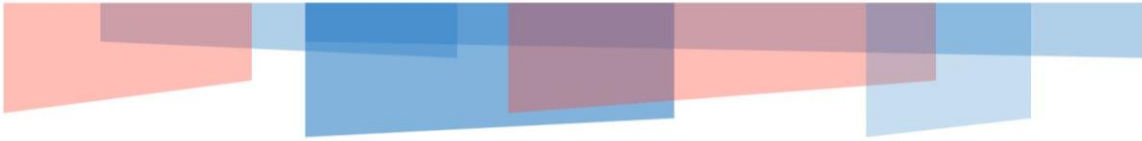




**Sponsorship Package**  
**2020**



## Dufferin Board of Trade

### **New** Business Excellence Awards

Businesses have had to change and adapt in 2020 like never before. Over the past six months our local businesses have struggled, reinvented, supported each other, given back, and pressed on. Many have been able to modify and even excel. But all small businesses have faced uncertainties, challenges, and worries during this unprecedented time.

Now we have the opportunity to celebrate small business success! Celebrate those who gave back to the community, those who supported their neighbours, those who reinvented and kept their employees working.

Traditionally we celebrate our small businesses with a gala event during Small Business week in October. As we all know, in 2020 Galas and events need to look and be different. This year our celebration of small business will be big! Think 15' screen big! Viewable from your car big! Filling a parking lot big!

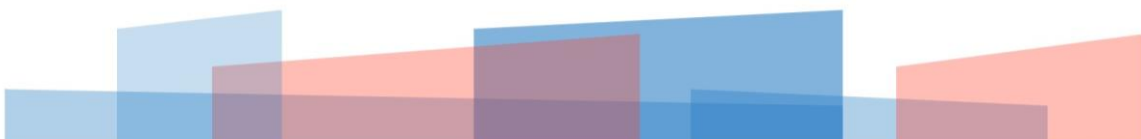
And we want you to be part of this. We need your support to make this event happen and to show our businesses that the community stands with them, now more than ever.

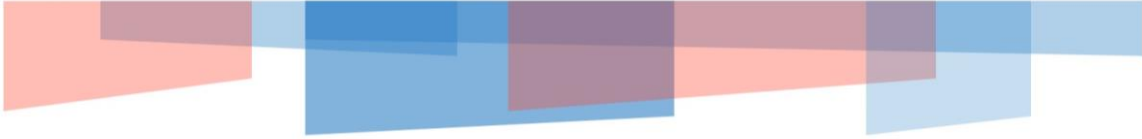
## The *New* BEAs

### **Nominations Process**

The community will be asked to submit nominations for the 2020 Business Excellence Awards from September 1<sup>st</sup> – 15<sup>th</sup>. There are eight award categories this year:

- Business of the year – under 10 employees
- Business of the Year – 10 or more employees
- Association of the Year
- Adaptability Award
- Innovation Award
- Workforce Builder Award
- Community Builder Award
- Business Leaders Awards





## Nominee Recognition

Nominees will be contacted after the close of nominations and asked to provide their company logo and information, and answer a few questions demonstrating how they fit the award criteria. We will then add all the nominees to the website and tell their stories of success. Nominees will also be recognized and promoted through our social media channels.

## Judging Process

The information submitted by nominees will be compiled and sent to a team of judges comprised of Chambers of Commerce and Business groups outside our area and local business leaders. Judges will score the nominees using a matrix and the scores will determine the award winners.

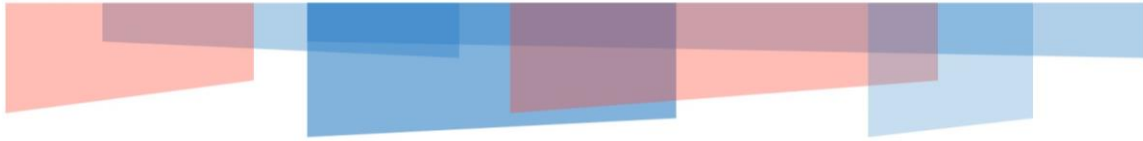
## Awards Show

On the evening of Wednesday, October 21<sup>st</sup>, we will roll out the (figurative) red carpet and host an awards show on a big outdoor screen. The awards show will be the ultimate celebration of local small business. We will feature the nominees, sponsors, award winners, and various community champions on a big screen.

## Sponsorship Opportunities

As a Business Excellence Awards sponsor, you are showcasing your support and commitment to excellence in small business in Dufferin. Our sponsors are recognized throughout the entire BEA process – from nominations, to nominee recognitions, to the awards show. You will have the opportunity to get your business in front of hundreds of prospective clients and show the entire community your passion for thinking local, and helping local business. The *new* DBOT Business Excellence Awards will be an opportunity that you will be proud to be a part of.





## Sponsors

We've developed sponsor recognition packages that can be tailored to meet your needs. Each opportunity is built to maximize your organization's visibility during the entire BEA process

### Title/Gold Sponsor \$3000 – only one available

#### Benefits

As our exclusive presenting sponsor, your company will receive premium benefits that include:

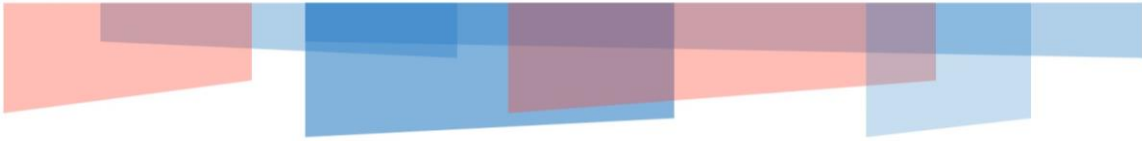
- ❖ Highest level of recognition on our website, social media, and all advertising
- ❖ Recognition begins upon signing of sponsorship agreement and continues throughout 2020.
- ❖ Presenting rights to the DBOT Business Excellence Awards ("The DBOT Business Excellence Awards presented by <company name here>" used when referring to the event)
- ❖ Opportunity to provide a promotional flyer to be given to all event guests advertising your business
- ❖ Logo prominently displayed on event program
- ❖ Company feature in DBOT's highly successful e-newsletter
- ❖ Opportunity to provide branded gift to all Awards Show guests &/or award winners
- ❖ Opportunity to bring and display company signage at the event
- ❖ Company logo prominently displayed at various points during the Awards Show video
- ❖ Opportunity for a video greeting during the Awards Show (up to 60 seconds)
- ❖ Video greetings will be used on our social media and website following the show

### Silver Sponsor \$1000 - four available

#### Benefits

- ❖ Recognition on our website, social media, and various advertising, beginning upon signing of sponsorship agreement, and continuing through the end of October 2020.
- ❖ Company shoutout in DBOT's highly successful e-newsletter
- ❖ Opportunity to bring and display company signage at the event (one standard pullup banner or similar)
- ❖ Opportunity to provide a postcard advertising your business to be distributed to all guests at the event
- ❖ Logo displayed on event program
- ❖ Company logo displayed at various points during the Awards Show video
- ❖ Opportunity for a video greeting during the Awards Show (up to 30 seconds)
- ❖ Video greetings will be used on our social media and website following the show





#### Bronze Sponsor \$500 - six available

##### Benefits

- ❖ Recognition on our website, social media, and various advertising, beginning upon signing of sponsorship agreement, and continuing through the end of October 2020.
- ❖ Company shoutout in DBOT's highly successful e-newsletter
- ❖ Opportunity to bring and display company signage at the event (one coroplast or similar sign – 24" x 24")
- ❖ Company logo displayed at various points during the Awards Show video
- ❖ Logo displayed on event program

#### Award Sponsors Award Sponsors \$750 each – 8 available

- ❖ Company logo on DBOT website near all references to the award you are sponsoring.
- ❖ Opportunity to communicate your message on our social media networks
- ❖ Company logo on the video while presenting the award you are sponsoring
- ❖ Opportunity to provide a congratulatory video message to the award winner and nominees to be played during the awards show.
- ❖ Company logo or name listed on signage displayed at the event
- ❖ Company logo or name listed in event program

None of these fit? We can create a customized opportunity to suit your needs and your budget.

## Timeline

2020 Business Excellence Awards Call for Nominations – deadline September 15<sup>th</sup> 2020

Business Excellence Awards nominees announced – week of September 21<sup>st</sup>

Business Excellence Awards winners announced – **October 21, 2020**

## Contact us

If you would like to discuss Business Excellence Awards opportunities in more detail, please contact Diana Morris at the office at 519-941-0490, ext. 202 or via email at [diana@dufferinbot.ca](mailto:diana@dufferinbot.ca). We would be happy to meet with you about this exciting prospective partnership!

