

2023 Business Excellence Awards (BEAs) Sponsorship Opportunities



The BEAs are a decades-long tradition, managed by the Dufferin Board of Trade (formerly the Chamber of Commerce), of recognizing and celebrating local business. The BEAs begin with the launch of a three-week nomination period where members of the community are encouraged to nominate local businesses and non-profits they see making an impact in Dufferin. This process engages our municipalities, local businesses, and consumers in nominating outstanding local businesses. After nominations

close, nominees are asked a few questions to help tell their stories. This information is sent to judges from outside our area for non-biased judging. Nominees' logos and stories are also added to our website and social media to further promote these outstanding local businesses and showcase Business Excellence in Dufferin. Nominees will be presented with a certificate of their nomination, and the Award winners will be announced at a special Gala Evening May 18th at Monora Park. This will be the first Business Gala in Dufferin since 2019 due to the pandemic.

Award Categories

- Business of The Year
- Inclusivity Champion Award
- Responsible Business Award
- Innovation Award
- Community Builder Award
- Businessperson of the Year
- Chairman's Award

Our Sponsors

As a Business Excellence Awards sponsor, you are showing 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 DBOT Business Excellence Awards will be an opportunity that you will be proud to be a part of.

Sponsorship Opportunities

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 (\$4000) – 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
- Presenting rights to the DBOT Business Excellence Awards (“The DBOT Business Excellence Awards presented by <company name here>” used when referring to the event)
- Logo prominently displayed on event program and on screen during the Awards Gala
- Table of eight at the Awards Gala (approximate value of \$1,100)
- Photo opportunities with local businesses and political leaders at the Awards Gala
- Recognition in the post-event follow up communications
- Opportunity to provide branded gift to all Awards Gala guests &/or award winners
- Opportunity to bring and display company signage at the Awards Gala
- Company logo prominently displayed at various points during the Awards Gala
- Opportunity to bring brief remarks to the audience (estimated 100-150 people) during the Awards Gala

Cocktail Reception / AGM Sponsor (\$2000)

Benefits

- The Cocktail Reception will occur for one hour immediately before the BEAs, in the lower-level of Monora Park, and will feature passed hors d'oeuvres, and local beverages
- Our Annual General Meeting will take place during the Cocktail Reception
- Opportunity to brand the Cocktail Reception (“The Cocktail Reception presented by <company name here>” used when referring to the reception)
- Company logo featured on DBOT's website and social media prior to the event
- Logo displayed on event program and on screen during the Awards Gala
- Opportunity to bring and display company signage at the Cocktail Reception
- Recognition in the post-event follow up communications
- Four (4) tickets to the Awards Gala

Photo Booth Sponsor (\$1500)

Benefits

- Company logo featured on DBOT's website and social media prior to the event
- Logo displayed on event program and on screen during the Awards Gala
- Recognition in the post-event follow up communications
- Opportunity to create a photography backdrop and bring photography props and decor for guests' use during the Gala
- Two (2) tickets to the Awards Gala

Dessert or Wine Sponsor (\$1000 each)

Benefits

- Company logo featured on DBOT's website and social media prior to the event
- Logo displayed on event program and on screen during the Awards Gala
- Recognition in the post-event follow up communications Opportunity to brand the sponsorship – i.e. sponsored by ... tags on the wine bottles on the table, or dessert provided by.... on the program for dessert sponsorship
- Recognition in the post-event follow up communications
- Two (2) tickets to the Awards Gala

Event Supporter \$600

Benefits

- Company logo featured on DBOT's website and social media prior to the event
- Logo displayed on event program and on screen during the Awards Gala
- Recognition in the post-event follow up communications
- Two tickets to the Awards Gala

Attendee Gift Sponsor - in-kind donation of approx. 100-150 gifts

Benefits

- Company logo featured on DBOT's website and social media prior to the event
- Logo displayed on event program and on screen during the Awards Gala
- Opportunity to display logo on or in gift bags/packaging
- Recognition in the post-event follow up communications
- Two tickets to the Awards Gala
- *This sponsorship could be split between two businesses*

Award Sponsors \$1,000 each

- Company logo featured on DBOT's website and social media prior to the event
- Logo displayed on event program and on screen during the Awards Gala
- Recognition in the post-event follow up communications
- Two tickets to the Awards Gala
- Opportunity to present the award on stage at the Gala, and photo opportunities with the winner
- Opportunity to sponsor an award category that resonates with your business, including:
 - Business of the Year;
 - Businessperson of the Year;
 - Community Builder Award;
 - Inclusivity Champion Award;
 - Innovation Award; or
 - Responsible Business Award.

Award sponsorships are available on a first come, first served basis. Please contact the DBOT office as soon as possible to secure the sponsorship of your choice!

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

Contact us

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