

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.

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 \$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
- ❖ Recognition begins upon signing of sponsorship agreement and continues throughout 2023.
- ❖ 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 and slide deck
- ❖ Table of eight at the Awards Gala (approximate value of \$1,000-\$1,200)
- ❖ Photo opportunities at the Gala
- ❖ Company feature in DBOT's 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 Gala
- ❖ Opportunity to bring brief remarks during the Awards Gala

Silver Sponsor \$1500

Benefits

- ❖ Recognition on our website, social media, and various advertising.
- ❖ Company shoutout in DBOT's 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 gala
- ❖ Four tickets to the Awards Gala (approximate value of \$500-\$600)
- ❖ Logo displayed on event program and slide deck
- ❖ Company logo displayed at various points during the Awards Gala

Bronze Sponsor \$600

Benefits

- ❖ Recognition on our website, social media, and various advertising
- ❖ 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")
- ❖ Two tickets to the Awards Gala (approximate value of \$250-\$300)
- ❖ Company logo displayed at various points during the Awards Gala
- ❖ Logo displayed on event program

Award Sponsors

Award Sponsors \$1,000 each

- ❖ Company logo on DBOT website near all references to the award you are sponsoring.
- ❖ Opportunity to communicate your message on our social media networks
- ❖ Opportunity to read the list of nominees and present the award to the winner on stage at the Gala
- ❖ Photo opportunity with award winner at the Gala
- ❖ Two tickets to the Awards Gala (approximate value of \$250-\$300)
- ❖ Company logo or name listed on signage displayed at the event
- ❖ Company logo or name listed in event program
- ❖ 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!