

Small Business BC Sponsorship Opportunities 2011/2012



About Small Business BC



Small Business BC is British Columbia's premier resource centre for knowledge-based business products and services.

Our Vision: A champion for British Columbia's small businesses

Our Strategic Mandate:

1. To provide entrepreneurs with products and services that will assist their successful entry into small business ventures.
2. To provide small businesses at every stage of development with products, services, and support that:
 - Assist in development and growth
 - Improve productivity
 - Increase profitability
 - Enable businesses to take advantage of new opportunities

Sponsorship Benefits

Small Business BC provides a number of opportunities for your company or organization to be positioned as an industry leader with small businesses throughout British Columbia. Whether you choose to sponsor our signature event (Small Business BC's Successful You Awards), have an ongoing physical presence in our resource and education centre, or a virtual presence on our website, Small Business BC undoubtedly has a sponsorship offering to fit your needs and goals.

Benefits to sponsorship with Small Business BC:

- Exposure to new and existing entrepreneurs across all industries throughout British Columbia
- Top-of-mind placement of your brand in the mindset of the small business audience
- Potential to grow your brand recognition within the small business market
- Position your company with potential clients throughout their entire business life-cycle

Small Business BC's Successful You Awards Sponsorship



Small Business BC's Successful You Awards

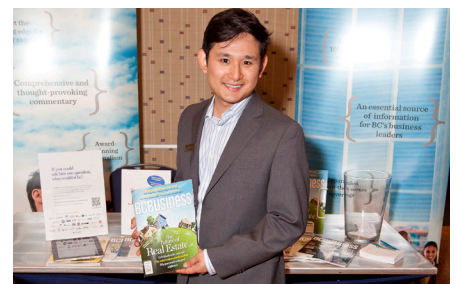
Award Ceremony Details: When: Tuesday, February 28th, 2012
 Where: Pan Pacific Vancouver

History: This year marks the 9th annual Small Business BC Successful You Awards that continue to recognize and celebrate the important contributions B.C.'s entrepreneurs make to their local communities and global economy. Since its inception in 2003, over 1,900 entrepreneurs have participated in this province-wide awards competition in areas as diverse as retail trade, manufacturing, technology services, arts, entertainment and recreation. It is free to enter and open to all new and existing small businesses in B.C.

Event Demographics: Based on the overwhelming response from last year's contest, we are anticipating increases in the business nominations, as well as close to 400 guests for the Small Business BC Successful You Awards Ceremony. Participating in this event will be a mix of city and rural entrepreneurs and business professionals from all industries of small business, as well as municipal and provincial governments, Chambers of Commerce, Community Futures, Economic Development Offices, membership based associations and print and digital media representatives (TV, radio, newspaper, websites and blogs).

2011 Award Categories: · Best Company 2012
 · Best Employer 2012
 · Best Green Business 2012
 · Best Concept 2012
 · New Award Opportunity
 · New Award Opportunity

3 Ways to Participate: · Title Sponsor
 · Award Category Sponsor
 · Community Sponsor



Small Business BC's Successful You Awards Sponsorship



3 Ways to Participate:

Title Sponsor
\$25,000 investment
(1 opportunity available)

- Industry exclusivity
 - Exclusive spotlight branding throughout entire contest & ceremony
 - Opportunity to open the Awards Ceremony
 - Exclusive logo exposure on all print and digital/web materials
 - Premier brand/company exposure on all advertisements for nominations and awards ceremony (minimum 10 ads)
 - Brand mention / exposure in all press release materials
 - Feature profile in 2 editions of the SBBC e-newsletter (14,000+ subscribers)
 - Company profile, banner ad and hyperlink on event webpage (www.successfullyou.ca)
 - Exhibit booth space at event
 - Brand Placement on the sponsored award
 - First right of refusal for 10th annual event
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Award Category Sponsor
\$15,000 investment
(6 opportunities available)

- Prestigious exposure throughout entire contest & ceremony
 - Opportunity to present award at the award ceremony
 - Brand mention in all press release materials
 - Primary logo exposure on all print and digital/web materials
 - Brand/company exposure on all advertisements for nominations and awards ceremony (minimum 5 ads)
 - Feature in an edition of the SBBC e-newsletter (14,000+ subscribers)
 - Company profile and hyperlink on event webpage (www.successfullyou.ca)
 - Exhibit booth space at event
 - Brand placement on the sponsored award
 - Right of first refusal for 10th annual event
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Community Sponsor

- Opportunities for Community and Media Sponsorships are also available. Contact Allysa Hopkins for further details at 604-775-7532



*Options for package customization and sponsorship add-ons are available. Please speak to our Sponsorship Sales Associate for more details.

Annual Sponsorship



In addition to our signature event, Small Business BC also provides you with the opportunity to have an ongoing presence within our resource facilities, marketing materials and website.

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- Platinum Partner Package
\$50,000 per annum
- Category Exclusivity (financial institutions, telecommunications, etc.)
 - Sponsor the Small Business BC 'Wall of Fame'
 - Content Articles on www.smallbusinessbc.ca (12 articles)
 - Delivery of an Educational Seminar in the SBBC Education Centre (6 seminar dates)
 - Annual Premium Ad Block on www.smallbusinessbc.ca
 - Dedicated eBlasts or eNews story mentions in the monthly e-newsletter (3x)
 - Collateral distribution in SBBC resource centre
 - Exhibit booth at the Small Business BC Successful You Awards (February 2012)
 - 4 complementary tickets for your staff to the Small Business BC's Successful You Awards

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- Gold Partner Package
\$35,000 per annum
- Content Articles on www.smallbusinessbc.ca (12 articles)
 - Delivery of an Educational Seminar in the SBBC Education Centre (6 seminar dates)
 - Annual Premium Ad Block on www.smallbusinessbc.ca
 - Dedicated eBlasts or eNews story mentions in the monthly e-newsletter (2x)
 - Collateral distribution in SBBC resource centre
 - Exhibit booth at the Small Business BC Successful You Awards (February 2012)
 - 4 complementary tickets for your staff to the Small Business BC's Successful You Awards

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- Silver Partner Package
\$20,000 per annum
- Content Articles on www.smallbusinessbc.ca (6 articles) AND delivery of an Educational Seminar in the SBBC Education Centre (3 seminar dates), or 1 year of Content OR Education (as per the Gold Partner Package)
 - Annual Premium Ad Block on www.smallbusinessbc.ca
 - Dedicated eBlast or eNews story mention in the monthly e-newsletter (1x)
 - Collateral distribution in SBBC resource centre
 - Exhibit booth at the Small Business BC Successful You Awards (February 2012)
 - 2 complementary tickets for your staff to the Small Business BC's Successful You Awards

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- Bronze Partner Package
\$10,000 per annum
- Content Articles on www.smallbusinessbc.ca (2 articles)
 - Annual Premium Ad Block on www.smallbusinessbc.ca
 - Dedicated eBlast or eNews story mention in the monthly e-newsletter (1x)
 - Collateral distribution in SBBC resource centre
 - Exhibit booth at the Small Business BC Successful You Awards (February 2012)
 - 2 complementary tickets for your staff to the Small Business BC's Successful You Awards

Interested in customizing your own sponsorship package? Contact us for more details.

Package Comparisons

Feature	Platinum	Gold	Silver	Bronze
Wall of Fame	✓			
Content Articles	✓	✓	✓	✓
Educational Seminar Delivery	✓	✓	✓	
Premium Ad Block	✓	✓	✓	✓
Dedicated eBlast or eNews Story	✓	✓	✓	✓
Collateral Distribution	✓	✓	✓	✓
Successful You Awards Exhibit	✓	✓	✓	✓
Event tickets	✓	✓	✓	✓

À La Carte Menu

Sponsorable Area	Value	Package
Wall of Fame	\$20,000/yr	Platinum
Content Articles	\$1,000 per article \$5,000 per 6 articles \$10,000 per 12 articles	All
Dedicated eBlast	\$0.30 per contact	All
eNews Story	\$0.30 per contact	All
Premium Ad Block	\$3,000/yr	All
Standard Web Ad	\$828/yr	None
Successful You Awards Exhibit	\$1,500	All

Interested in delivering a seminar in our Education Centre? Call for more details. 604-775-7532

Small Business BC's Successful You Awards Sponsorship Sign-Up Form

This letter acknowledges the participation of the company or individual(s) listed below as having committed to sponsorship of the 2012 Small Business BC Successful You Awards as per the information herein:

Date: _____

Company/Organization: _____

Main Contact: _____

Address: _____

City: _____

Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Category of Sponsorship (please check one):

- Title Sponsor
- Award Category Sponsor
- Best Company 2012
- Best Employer 2012
- Best Green Business 2012
- Best Concept 2012
- Best XXXXX 2012
- Best XXXXX 2012
- Community Sponsor

Total Sponsorship \$: _____

Sponsor's Signature: _____

Sponsor's Name / Title / Company: _____

Sponsorship Representative's Signature: _____

Please complete this form and submit via email, fax or mail to the attention of:

SBBC SPONSORSHIP (sponsorship@smallbusinessbc.ca)

Please make out cheques to: Small Business BC.

Thank you for your support!

Small Business BC
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Vancouver, BC V6B 1G1

sponsorship@smallbusinessbc.ca
P: 604-775-7532
F: 604-775-5520



