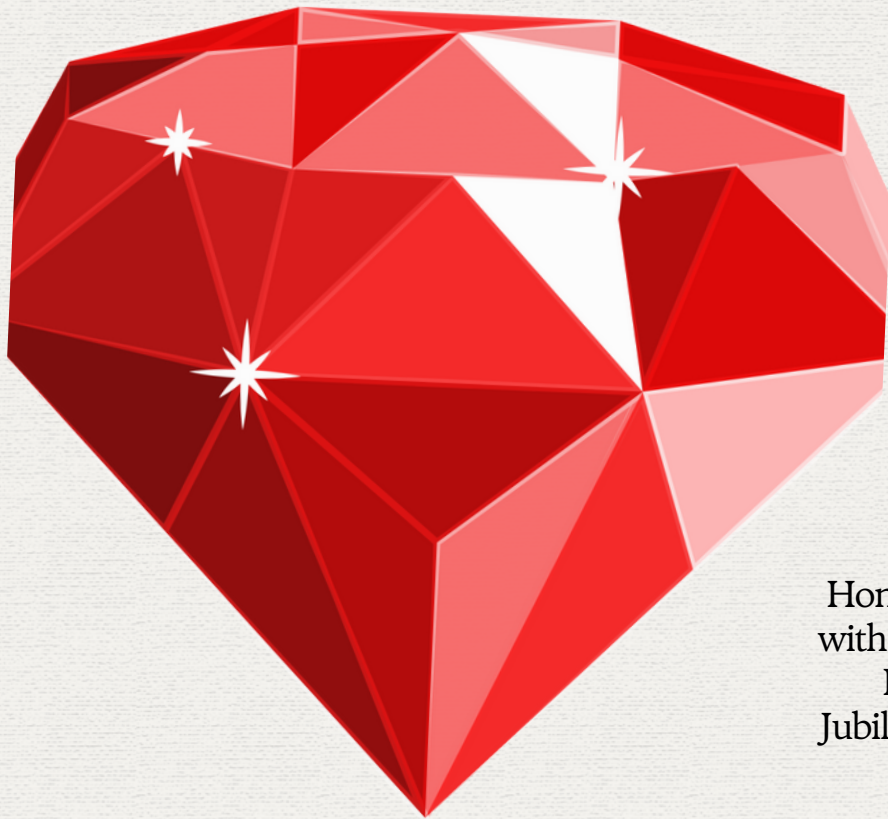


Excellence made possible.

Ruby Anniversary

& Mental Wellness Drive



Honouring Excellence
with a focus on Mental
Health at the Ruby
Jubilee: Celebrating 40
Years of Canadian
Excellence

Oct 28 | 9:00 AM
Delta Hotel, Toronto

Elevate Your Brand with Excellence.

WWW.EXCELLENCE.CA

EXCELLENCE MADE POSSIBLE.

Excellence Canada is Making a ***Real Difference in Canada.***

Honouring Excellence with a focus on Mental Health at the Ruby Jubilee: Celebrating 40 Years of Canadian Excellence

Elevate Your Brand with Excellence

Join Excellence Canada in commemorating the *Canada Awards for Excellence* 40th Anniversary at the 2024 Performance Excellence Summit & *Canada Awards for Excellence*, themed 'Ruby Jubilee: Honouring 40 years of Canadian Excellence,' on October 28th at the Delta Hotel, Toronto. This milestone presents a unique dual opportunity to showcase your commitment to excellence while supporting an initiative that contributes significantly to organizations and impacts communities across Canada. Participate in this prestigious celebration and contribute to Excellence Canada's 'Mental Wellness Drive.'

We strive to create valuable experiences for all our supporters and aim to meet a variety of budgets and objectives, and we are happy to work with you to find the best value for your experience. If what you're looking for isn't outlined in this package, we can customize a package to meet your needs!



About Excellence Canada

Founded in 1992 by Industry Canada, Excellence Canada [formerly the National Quality Institute (NQI)] is an independent, not-for-profit organization that is committed to advancing organizational excellence across Canada. Since its inception, Excellence Canada has helped thousands of Canadian organizations across many sectors to improve their operations and thus improve the economic well-being and quality of life of Canadians.

Visit excellence.ca to learn more.



WHY ALIGN YOUR ORGANIZATION WITH EXCELLENCE

Connect with Excellence Canada's Anniversary and Drive. Your investment not only showcases your commitment to excellence but also elevates your brand among Canada's most influential leaders. Position your brand prominently in front of all attendees.

- LEAD WITH IMPACT.** Elevate your organization's visibility and dedication to fostering excellence - the basis of our programs that are changing how organizations work. Engage with attendees and share your best practices.
- LEARN & NETWORK.** Gain access to our event and have the opportunity to connect with leading professionals and practitioners. Benefit from cutting-edge research, discussions, and tools.
- INSPIRE EXCELLENCE.** We believe in inspiring people and developing leaders at all levels. Join us in our mission to help improve organizational performance and recognize excellence. Position your organization as a supporter of our cause.



PERFORMANCE EXCELLENCE SUMMIT & CANADA AWARDS FOR EXCELLENCE

OCTOBER 28, 2024

INTERACTIVE IN-PERSON EVENT

300+ Attendees

Delta Hotel

118 Bremner Blvd
Toronto, ON M5J 2T8

ABOUT

The Performance Excellence Summit & Canada Awards for Excellence is an annual event that takes place in the fall, drawing over 300 leaders and decision-makers from all sectors to celebrate role-model award recipients and share best practices. This year marks a special occasion as we commemorate the 40th Anniversary of the *Canada Awards for Excellence*, representing a significant milestone in honoring exemplary organizations across Canada.

Visit excellencesummit.ca to learn more, read about past recipients, and view CAE recipient videos.

Ruby Title Supporter - \$75,000 Investment

- Recognition in a media release announcing your company as a Title Supporter
- Prominent logo placement across all event marketing materials, featured in event-related marketing, PR initiatives, e-blasts, and social media promotions
- Complimentary tables for 20 guests in preferred seating with one seat at the head table
- Tent cards featuring your company logo on each corporate table
- Logo inclusion in the Summit program and on the event website with a hyperlink to your website
- Logo displayed prominently on the stage podiums
- Logo displayed prominently on the media screen
- Special acknowledgment and thanks by the Master of Ceremonies during the event
- Opportunity to introduce keynote or session speaker(s)
- Full-page color advertisement in a prominent location in the conference program
- Recognition in Excellence Canada's Board of Governors' annual report
- Inclusion of your promotional material in the conference tote bag (if applicable)
- Post-event affinity email sent to the attendee list
- Right of first refusal for Title Supporter position in future events

Ruby Advocate Supporter - \$35,000 Investment

- Prominent logo placement across all event marketing materials, featured in event-related marketing, PR initiatives, e-blasts, and social media promotions
- Complimentary table for 10 guests in preferred seating with one seat at the head table
- Tent card featuring your company logo on corporate table
- Logo inclusion in the Summit program and on the event website with a hyperlink to your website
- Logo displayed prominently on the media screen
- Special acknowledgment and thanks by the Master of Ceremonies during the event
- Opportunity to introduce keynote or session speaker(s)
- Full-page color advertisement in a prominent location in the conference program
- Inclusion of your promotional material in the conference tote bag (if applicable)
- Post-event affinity email sent to the attendee list
- Right of first refusal for Advocate Supporter position in future events

PERFORMANCE EXCELLENCE SUMMIT & CANADA AWARDS FOR EXCELLENCE

OCTOBER 28, 2024

INTERACTIVE IN-PERSON EVENT

300+ Attendees

Delta Hotel
118 Bremner Blvd
Toronto, ON M5J 2T8

Ruby Healthy Breakfast/Luncheon Supporter - \$25,000 Investment

- Logo placement across all event marketing materials, featured in event-related marketing, PR initiatives, e-blasts, and social media promotions
- 2 complimentary tickets to the Summit
- Logo inclusion in the Summit program and on the event website with a hyperlink to your website
- Logo displayed prominently on the media screen
- Verbal recognition and thank you by the Master of Ceremonies during the event
- Full-page color advertisement in the Summit program
- Recognition in Excellence Canada's Board of Governors' annual report
- Inclusion of your promotional material in the conference tote bag (if applicable)
- Right of first refusal for Healthy Breakfast/Lunch Supporter position in future events

Ruby Networking Break Supporter - \$15,000 Investment

- Logo placement across all event marketing materials, featured in event-related marketing, PR initiatives, e-blasts, and social media promotions
- 2 complimentary tickets to the Summit
- Logo inclusion in the Summit program and on the event website with a hyperlink to your website
- Logo displayed prominently on the media screen
- Verbal recognition and thank you by the Master of Ceremonies during the event
- Full-page color advertisement in the Summit program
- Recognition in Excellence Canada's Board of Governors' annual report
- Inclusion of your promotional material in the conference tote bag (if applicable)
- Right of first refusal for Healthy Breakfast/Lunch supporter position in future events

Ruby Industry Supporter - \$5,000 Investment

- Logo placement across all event marketing materials, featured in event-related marketing, PR initiatives, e-blasts, and social media promotions
- 2 complimentary tickets to the Summit
- Logo inclusion in the Summit program and on the event website with a hyperlink to your website
- Logo displayed prominently on the media screen
- Verbal recognition and thank you by the Master of Ceremonies during the event

MENTAL WELLNESS DRIVE

Fostering Mental Health Support Across Canada through the “Mental Wellness Drive”

As Excellence Canada celebrates the *Canada Awards for Excellence* 40th Anniversary in 2024, we are driven by our commitment to improving Canadian Mental Health with the launch of the Mental Wellness Drive. The Mental Wellness Drive aims to enhance Canadian mental health by raising \$400,000, empowering organizations dedicated to improving their employees' well-being through Excellence Canada's *Mental Health at Work*® program. Excellence Canada plans to allocate the funds to selected organizations in 2025, supporting them in Excellence Canada certification, training, or coaching.

The selected organizations will utilize the funds for Excellence Canada certification, training or coaching. To qualify, organizations must meet the following criteria:

- **Demonstrated Commitment to Mental Health:** Engaged in ongoing mental health initiatives, supporting research, or implementing innovative solutions aimed at fostering mental wellness in the workplace.
- **Transparent Resource Utilization:** Demonstrating a clear and transparent plan for fund utilization, ensuring accountability, and delivering measurable outcomes that align with their mental health objectives.
- **Collaborative Approach:** Preference given to organizations fostering collaboration, sharing insights, and contributing to a collective vision for advancing mental health outcomes in Canada.

The Mental Wellness Drive offers various levels of support:

Champion: \$25,000 and above

Ambassador: \$10,000 - \$24,999

Advocate: \$5,000 - \$9,999

Contributor: \$1,000 - \$4,999

Supporter: \$500 - \$999

All supporters, regardless of their level, will receive recognition tied to the drive and will be recognized at the Performance Excellence Summit & *Canada Awards for Excellence*. Additionally, each supporter will receive an impact report outlining the significant impact of their contribution.



For inquiries supporting Excellence Canada and
profiling your organization, please send an
email to niki@excellence.ca

**If what you're looking for isn't outlined in this
package, we can customize a Supporter Profiling
Package to meet your needs and budget.**

Want to Talk?

Niki Marusic

Vice President of Marketing

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Excellence Canada

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