

 EXCELLENCE * CANADA

CANADIAN
BUSINESS
EXCELLENCE
AWARD



Sponsorship Opportunities



Visit Our Website
www.excellence.ca
CBEA@excellence.ca

About Excellence Canada

Excellence Canada is a leading resource on organizational excellence, dedicated to helping businesses and individuals thrive in today's competitive landscape. With a focus on building stronger, more effective organizations, Excellence Canada provides a variety of tools, resources, and expertise to guide clients on their journey to exceptional performance.



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About



The **Canadian Business Excellence Awards (CBEAs)** celebrate the achievements of small and medium-sized private Canadian businesses that demonstrate a strong commitment to **customer focus, employee engagement, and innovation**. Now in its 9th year, the CBEAs recognize organizations that embody an entrepreneurial spirit and a growth mindset.

Each September, we typically honour 25-35 outstanding businesses at a prestigious ceremony hosted this year at the Eglinton Grand in Toronto, with 250-300 attendees joining for an evening of recognition and networking. **For 2025, we are raising the bar—our goal is to recognize 50 stellar Canadian organizations.**

New this year, in addition to organizations applying themselves for recognition, we are opening the process to nominations from sponsors, **who can nominate one or multiple** clients, partners, or other businesses they believe deserve recognition. As always, we continue to welcome self-applications from Canadian private businesses.

The CBEAs are overseen by **Excellence Canada, the nation's leader in organizational excellence since 1984**. Sponsors and participants gain exclusive access to a vibrant community of high-performing businesses and the Excellence Canada community, which includes an engaged audience of 10,000+ members.

Join us in celebrating Canada's most forward-thinking small and medium-sized businesses and be part of a **growing movement that champions excellence** in Canadian entrepreneurship.

Sponsorship Entitlements	Title Sponsor	Reception	Partner	Supporter	Friend
<i>Number of Opportunities</i>	1	1	3	Unltd	Unltd
<i>Investment</i>	\$20,000	\$12,500	\$4,995	\$1,995	\$995
Award Nominations Included¹	10	8	7	3	1
Event Seats Included²	4	2	2	1	-
Speaking Opportunity³	Welcome remarks at Ceremony	Welcome remarks at Reception	-	-	-
Branding⁴	EC's CBEA brought to you by ...	Red Carpet Reception brought to you by...	Partner in Excellence	CBEA Supporter	Friend of CBEA
Logo on Website, Materials & Presentation	✓	✓	✓	✓	✓
Co-Branding	Full Co-Brand	Co-Brand Reception	--	--	--
Hosted Virtual Event⁵	✓	✓	--	--	--
One Time Email Blast to EC Community⁶	✓	✓	✓	--	--
Expert Content Submissions⁷	3	--	--	--	--
Discounts (on EC Services)⁸	15%	10%	5%	--	--
<i>See Next Page for Entitlement Descriptions</i>					

2025 Sponsorship Entitlements

- 1. Award Nominations:** Sponsor will have the ability to submit a number of award nominations for clients, partners etc.
- 2. Event Seats:** In addition to the free seat to the awards ceremony that is included with each nomination, the sponsor will receive identified number of seats for their own use
- 3. Speaking Opportunity:** Title and Reception Sponsors will have 5 minutes to welcome attendees to the ceremony or reception
- 4. Branding:** The annual program will be known as Excellence Canada's CBEAs brought to you by (Sponsor) and the post ceremony event will be known at the CBEA Red Carpet Reception brought to you by (Sponsor)
- 5. Hosted Virtual Event:** A one hour virtual event to highlight the sponsor's organization/products hosted by Excellence Canada and promoted to the EC community
- 6. One Time Email Blast to EC Community:** One marketing blast to EC's email community (currently approximately 10,000 members)
- 7. Expert content submissions:** Three articles or blog posts authored by and attributed to the sponsor to appear in EC branded communications (topic to be approved by EC)
- 8. Discounts:** Special discounts sponsor may offer their customers/partners on EC services contracted and paid in 2025

Contact:

To secure your sponsorship, or for more information, contact our CBEA Team at
CBEA@excellence.ca