

  
EXCELLENCE\*CANADA



# Sponsorship Opportunities



Visit Our Website  
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# 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 Canada Awards for Excellence program involves meeting and exceeding rigorous standards and requirements, demonstration of continual improvement, measurement of progress, and verification. To receive the Award, an organization must demonstrate outstanding performance in the appropriate award category: **Excellence, Innovation and Wellness, Healthy Workplace, Mental Health at Work and Financial Wellness.**

The recipients are role models of excellence in the areas of **leadership, governance, strategy, planning, customer experience, employee engagement, innovation and wellness.** The organizations come from the private, public and not-for-profit sectors, from coast-to-coast. Each has a unique story to tell of their excellence journey, but one thing they all have in common is a **focus on continuous improvement and the pursuit of excellence.**

At this year's Canada Awards for Excellence, we focus on the intersection of innovation, sustainability, and global competitiveness.

We recognize that in today's fast-evolving world, Canadian leaders and organizations must embrace sustainable practices to remain competitive on the global stage.

By integrating sustainable strategies, businesses and leaders are not only contributing to economic growth but are also positioning themselves for continued success.

This year's celebration will showcase how excellence in sustainability and strategic innovation is driving Canada's economic growth and building a more resilient future.

<b>Sponsorship Entitlements</b>	<b>Title Sponsor</b>	<b>Lunch</b>	<b>Toast</b>	<b>Achievment Winner</b>	<b>Supporter</b>	<b>Friend</b>	<b>Media</b>
<b>Number of Opportunities</b>	1	1	1	3	Unltd	Unltd	1
<b>Investment</b>	\$35,000	\$15,000	\$7,500	\$5,000	\$2,500	\$1,000	In Kind
<b>Event Seats Included</b>	8 (table)	4	3	2	1	1	2
<b>Speaking Opportunity<sup>2</sup></b>	5 Minute Opp & Intro of Keynote Speaker	3 Minute Remark welcome to Lunch	Toast to Excellence & Award Winners	-	-	-	-
<b>Branding<sup>3</sup></b>	CAE Brought to you by...	Lunch generously sponsored by...	Toast to the Winners brought to you by...	Achievement Partner	Partner in Excellence	Friend of Excellence	Media Partner
<b>Logo on Website &amp; Materias</b>	✓ + media releases	✓ + media releases	✓ + media releases	✓	✓	✓	✓
<b>Podium Mention</b>	✓	✓	✓	✓	--	-	-
<b>Signage on Site</b>	✓	✓	✓	✓	✓	✓	✓
<b>Hosted Events<sup>4</sup></b>	✓	✓	-	-	-	-	-
<b>Recognition<sup>5</sup></b>	✓	✓	✓	✓	✓	✓	✓
<b>Blog Posts<sup>6</sup></b>	3	2	1	-	-	-	-
<b>Discounts (on EC Services)<sup>7</sup></b>	15%	10%	10%	--	--	-	-

# 2025 Sponsorship Entitlements



- 1. Event Seats:** The sponsor will receive identified number of seats for their own use
- 2. Speaking Opportunity:** Title Sponsor will have a 5 minute speaking opportunity and introduction of keynote speaker. Lunch Sponsor will have a 3 minute remark welcoming delegates to lunch and the Toast Sponsor will get to Toast to Excellence and the Award Winners.
- 3. Branding:** The annual program will be known as Excellence Canada's CAEs brought to you by (Title Sponsor) and the Lunch will be known as Lunch Generously sponsored by (Lunch Sponsor) and the Toast to The Winners will be brought to you by (Toast Sponsor)
- 4. Hosted Virtual Event:** Hosted live virtual event with a speaker provided by the sponsor (internal or external) to speak on an approved topic, recorded and retained on the EC website
- 5. Recognition:** Year long presence on web and social content and all communications
- 6. Blog Posts:** Sponsors will get the identified number of authored blog posts or articles for EC community and public web spaces.=
- 7. 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 CAE Team at  
**[CAE@excellence.ca](mailto:CAE@excellence.ca)**