



 EXCELLENCE • CANADA



Driving Canadian Competitiveness

41st Annual Canada Awards for Excellence

November 20, 2025

Eglinton Grand

Toronto

2025 Sponsorship Package



Visit Our Website
www.excellence.ca
CAE@EXCELLENCE.CA



About

Excellence Canada

In today's fast-moving market, Canadian organizations need more than hard work to succeed—they need a smart, proven game plan. Excellence Canada helps deliver it.

For over 40 years, we've helped organizations sharpen their competitive edge, build resilience, and create workplaces where people and performance thrive. Through practical tools, expert guidance, and nationally recognized standards, we provide the clarity, focus, and confidence to grow, no matter what the future brings.

Stronger systems. Smarter strategies. Sustainable success. We exist to help you be better at what you do.



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41st Annual



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: **Organizational Excellence**, **Healthy Workplace**, and **Mental Health at Work**.




























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. **In 2025, two new award categories will be introduced...the EPIC (Excellence in Productivity, Innovation and Competitiveness) Award, and the Journey to Excellence, recognizing organizations who have taken the first important step on their excellence journey.**

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.

Sponsorship Entitlements	See Next Page for Entitlement Descriptions						
	Title Sponsor	Lunch Sponsor	EPIC Launch Partner	Journey Partner	Supporter	Friend	Media
Number of Opportunities	1	1	5	Unltd	Unltd	Unltd	1
Investment	\$35,000	\$15,000	\$7,500	\$5,000	\$2,500	\$1,000	In Kind
Event Seats Included	8 (full table)	4	3	2	1	1	2
Speaking Opportunity ²	5 Minute Opp & Intro of Keynote Speaker	3 Minute Remarks welcome to Lunch	-	-	-	-	-
Branding ³	CAE Brought to you by...	Lunch generously sponsored by...	EPIC Launch Partner	Journey Partner	Summit Supporter	Friend of Excellence	Media Partner
Logo on Website & Materials	 + media releases	 + media releases	 + media releases				
Podium Mention					--	-	-
Signage on Site							
Hosted Events ⁴			-	-	-	-	-
Recognition ⁵							
Blog Posts ⁶	3	2	1	-	-	-	-
Discounts (on EC Services) ⁷	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.
- 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).
- 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. ****EPIC Launch Partners will receive one complimentary EPIC Framework Submission for their use, or to be gifted to another organization, to be used by October 2026.**

Contact:

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

