



EXCELLENCE*CANADA

improving performance, recognizing excellence | améliorer le rendement, reconnaître l'excellence

Sponsorship Opportunities

*CANADA
AWARDS FOR
EXCELLENCE*



*PRIX CANADA
POUR
L'EXCELLENCE*

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Contact us:

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.



42nd Annual

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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.**

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 Levels

Title Sponsor

\$35,000

- 1 Opportunity
- 8 Events Seats
- Introduce Key-Note Speaker
- Logo on Website, Materials & Presentation & Signage on Site
- Full Co-Brand
- Hosted Virtual Event
- Website Page Feature with Blog Post
- Attendee List
- 15% discount on Excellence Canada Services
- Full Page Ad In Event Program

Lunch Sponsor

\$15,000

- 1 Opportunity
- 5 Events Seats
- Branded Lunch
- Logo on Website, Materials & Presentation & Signage on Site
- Hosted Virtual Event
- 2 Blog Post on Excellence Canada Website
- 10% discount on Excellence Canada Services
- Half Page Ad In Event Program

Partner of Excellence

\$7500

- 5 Opportunities
- 3 Events Seats
- Logo on Website, Materials & Presentation & Signage on Site
- Branded Sponsor Giveaway
- 5% discount on Excellence Canada Services

CAE Supporter

\$5,000

- Unlimited Opportunities
- 2 Events Seat
- Logo on Website, Materials & Presentation & Signage on Site

Sponsorship Entitlements

Event Seats: The sponsor will receive identified number of seats for their own use

Speaking Opportunity: Title Sponsor will have an opportunity to introduce the Key-Note Speaker.

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).

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

Blog Posts: Sponsors will get the identified number of authored blog posts or articles for EC community and public web spaces.

Branded Giveaway: Partners of Excellence will have the opportunity to provide a branded giveaway at the CAE in November 2026.

Ad Placement: Sponsors will get the identified ad size into our CAE Event Program.

Webpage Feature: Title sponsor gets the opportunity to have a page featured on the Excellence Canada website including a blog post.

Attendee List: The title sponsor will get access to names & emails off all attendees at the CBEAs.

Marketing Collateral: Title sponsor can provide one piece of their own marketing collateral to be given out at the event.

Discounts: Special discounts sponsor may offer their customers/partners on EC services contracted and paid in 2026.

Contact:

To secure your sponsorship, or for more information, contact our CAE Team at
[**CAE@excellence.ca**](mailto:CAE@excellence.ca)