

 EXCELLENCE • CANADA

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2026  
CANADIAN  
**BUSINESS  
EXCELLENCE**  
AWARDS

# SPONSORSHIP PACKAGES



Visit Our Website  
[www.excellence.ca](http://www.excellence.ca)  
[CBEA@excellence.ca](mailto: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 10th 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

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 Levels

## Title Sponsor

\$25,000

- 1 Opportunity
- 5 Events Seats
- 10 Award Nominations
- Logo on Website, Materials & Presentation
- Full Co-Brand Reception
- Hosted Virtual Event
- One-Time Email Blast to Excellence Canada Mailing List
- Attendee List
- 15% discount on Excellence Canada Services

**SOLD**

## Reception Sponsor

\$15,000

- 1 Opportunity
- 8 Award Nominations
- 4 Events Seats
- Welcome Remarks at Reception
- Logo on Website, Materials & Presentation
- Co-Brand Reception
- Hosted Virtual Event
- One-Time Email Blast to Excellence Canada Mailing List
- Giveaway at Event
- 10% discount on Excellence Canada Services

## Partner of Excellence

\$7500

- 3 Opportunities
- 7 Award Nominations
- 2 Events Seats
- Logo on Website, Materials & Presentation
- One-Time Email Blast to Excellence Canada Mailing List
- 5% discount on Excellence Canada Services

# Sponsorship Levels

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## Supporter Sponsor

**\$3500**

- Unlimited Opportunities
- 3 Award Nominations
- 1 Events Seat
- Logo on Website, Materials & Presentation

**Award Nominations:** Sponsor will have the ability to submit a number of award nominations for clients, partners etc.

**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.

**Speaking Opportunity:** Title Sponsor will have the opportunity to host a fireside chat during the CBEA's with CEO Sean Slater of Excellence Canada and Reception Sponsors will have 5 minutes to welcome attendees to the ceremony or reception.

**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 Reception brought to you by (Sponsor)

**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

**One Time Email Blast to EC Community:** One marketing blast to EC's email community (currently approximately 10,000 members)

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

**Giveaway:** The Reception Sponsor will have the opportunity to host a live giveaway during the reception, engaging attendees and showcasing their brand in a high-visibility, celebratory setting.

**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](mailto:CBEA@excellence.ca)

Sponsorship Entitlements	Title	Reception	Partner	Supporter
Number of Opportunities	1	1	3	Unltd
Investment	\$25,000	\$15,000	\$7500	\$2500
Award Nominations Included	10	8	7	3
Event Seats Included		4	2	1
Speaking Opportunity	Fireside Chat	Welcome remarks at Reception	-	-
Branding	EC's  brought to you by ...	Red Carpet Reception brought to you by...	Partner in Excellence	CBEA Supporter
Logo on Website, Materials & Presentation		✓	✓	✓
Co-Branding	Full Co-Brand	Co-Brand Reception	--	--
Hosted Virtual Event		✓	--	--
One Time Email Blast to EC Community		✓	✓	--
Attendance List	List of all Attendees	--	--	--
Giveaway	--	✓	--	--
Discounts (on EC Services)	15%	10%	5%	--