

 EXCELLENCE • CANADA



Canada's

Healthy Workplace Month

October 1-31, 2026

SPONSORSHIP OPPORTUNITIES



Visit Our Website
www.excellence.ca
CHWM@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.

Excellence Canada has been the organization responsible for Canada's Healthy Workplace Month for over 25 years.



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About

Excellence Canada (formerly NQI) has been leading Canada's Healthy Workplace Month for 25 years. CHWM has become a permanent fixture on workplace calendars and is celebrated by thousands of Canadian employers and millions of Canadian employees every October.

The goals of Canada's Healthy Workplace Month® (CHWM) are to:

- Increase awareness of the need for a comprehensive approach to workplace health in Canada that is influenced by the four elements of a healthy workplace: (1) Healthy Lifestyles; (2) Workplace Culture and Mental Health; (3) Physical Environment and (4) Corporate Social Responsibility
- Provide healthy workplace tools, resources and best practice examples, through www.healthyworkplacemonth.ca, to help organizations create healthy workplaces with benefits for employees and themselves
- Increase the number of healthy workplaces in Canada and recognize leading organizations with the Great Employer Award

CHWM was set in motion in 2000 with the introduction of Canada's Healthy Workplace Week. The web-based initiatives intent is to build awareness of the importance of healthy workplace health for the short and long-term success of organizations and for the well-being of their employees. The week was eventually extended to become Canada's Healthy Workplace Month®. The extended program duration gave workplaces more time to plan, promote and execute programs and activities for their employees.

Today, CHWM is a year-round resource that encourages workplaces to promote healthy workplace practices throughout the year. Its website serves as a central hub where organizations of all sizes are enabled to showcase their successes and share with others.

Title Sponsor

\$15,000

- 1 Opportunity
- Wellness Leader Feature
- Logo on Website, Materials & Presentation
- Full Co-Brand
- 2 Hosted Virtual Event
- One-Time Email Blast to Excellence Canada Mailing List
- 15% discount on Excellence Canada Services
- Giveaway Opportunity to CHWM Newsletter List
- Sponsor Content Submission

Great Employer Award

\$10,000

- 1 Opportunity
- 2 Canada Awards for Excellence Tickets
- Logo on Website, Materials & Presentation
- Co-Brand Award
- 1 Hosted Virtual Event
- One-Time Email Blast to Excellence Canada Mailing List
- Present Great Employer Awards at CAE
- Sponsorship Recognition at CAE
- 10% discount on Excellence Canada Services
- Sponsor Content Submission

National Wellness Leader

\$7500

- 4 Opportunities
- Sponsor One Weekly Topic Theme
- Logo on Website, Materials & Presentation
- One-Time Email Blast to Excellence Canada Mailing List
- 5% discount on Excellence Canada Services
- Sponsor Content Submission

Partner in Wellness

\$5000

- Unlimited Opportunities
- Logo on Website, Materials & Presentation
- Article Feature on Website
- Sponsor Content Submission

Additional Information

Sponsorship Entitlements

Wellness Leader Feature: Sponsor will have the ability to identify a Canadian Wellness Leader (internal or external) that they respect and feature them on the CHWM website for a year, beginning in October 2026

Branding: As noted

Giveaway: Our title sponsor will have the ability to send a giveaway to our CHWM mailing list during the Month of October.

Hosted Virtual Event: Virtual live event to on an approved wellness topic of the sponsor's choice, hosted by Excellence Canada, recorded, and hosted for one year on the Excellence Canada website

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

Sponsor content submissions: Articles or blog posts authored by and attributed to the sponsor to appear in EC branded wellness-focused sponsor page during Canada's Healthy Workplace Month.

Discounts: Special discounts sponsor may offer their employees/customers/partners on EC services contracted and paid in 2025

Weekly Topics: The National Wellness Leader level will get the opportunity to sponsor one weekly topic theme for Canada's Healthy Workplace Month. These topics are picked by Excellence Canada and our team will work with out to find the theme that works best for you.

CAE: Our Great Employer Award Level will have the opportunity to attend for Canada Awards for Excellence in November 2026 to present the Great Employer Awards to the recipient. This includes two tickets to the CAE & sponsorship recognition at the event.

Contact:

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