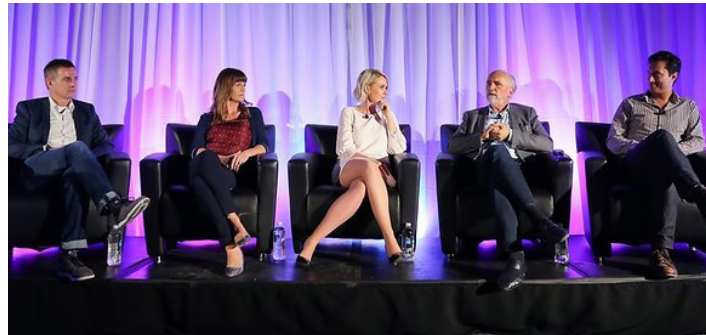




SMALL

BUSINESS

BC



# SPONSORSHIP OPPORTUNITIES

2018 - 2019

# SMALL BUSINESS BC

JUST STARTING OUT  
success  
GUIDANCE  
SUPPORT SERVICES  
trusted resource  
trusted relationships  
WOMEN  
education  
INDUSTRY LEADER  
EXPERIENCED  
Reaching for My Dreams  
Inspire  
BUSINESS ADVISOR

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## ABOUT

Small Business BC exists to ensure that business owners and entrepreneurs in British Columbia have access to affordable business advice, education and events to meet their specific needs.



An impressive **98 per cent** of all businesses in British Columbia are small businesses, with fewer than 50 employees, providing employment for over one million people. These jobs account for 55 per cent of private sector employment within the province.

No matter their stage or skill level, when an entrepreneur finds themselves asking “How do I...?” Small Business BC can help. The level of support we offer entrepreneurs for their business creates long-term relationships as they grow successful companies.

### **BENEFITS TO SPONSORSHIP:**

Small Business BC’s close and trusted relationship with business owners and entrepreneurs provides a number of opportunities for your organization to be positioned as an industry leader amongst this group.

- Exposure to new and existing small businesses across all industries throughout British Columbia
- Top-of-mind placement of your brand in the mindset of the small business audience
- Potential to grow your brand recognition within the small business market
- Positioning your company with potential clients throughout their entire business life-cycle

# ANNUAL SPONSORSHIP

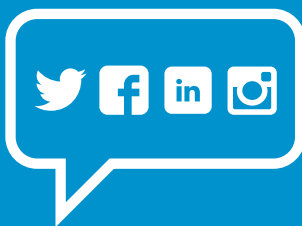
## CONNECT YOUR BRAND WITH BC'S SMALL BUSINESS OWNERS

Small Business BC provides a variety of marketing and awareness opportunities for you to get your brand in front of small business owners and their customers.

Small Business BC is an established resource for business owners and entrepreneurs across British Columbia. Over **950,000 client inquiries** and requests are answered annually by our staff of experienced business advisors and educators.

Our market research has shown that 90 per cent of business owners who connect with Small Business BC will return for support. Half of those who return will continue working with us for two years or longer. Over 90 per cent of our clients report being extremely satisfied with our support and services provided.

When you partner with Small Business BC, you're leaving your brand in trusted hands. Our goal is to help build your reputation and increase your awareness in British Columbia's highly active business community. Through our diverse selection of sponsorship opportunities, we'll deliver your messaging over multiple marketing channels, right to a targeted audience. Small Business BC adds value to your brand by validating and endorsing your company or organization.



**39,500+**

Twitter, Facebook, LinkedIn & Instagram



**84,000**  
web visits per month



**7,500**  
**SEMINAR &  
WEBINAR**  
ATTENDEES  
ANNUALLY

## OUR EVENTS

Small Business BC provides a year-long intensive communications platform for reaching the BC entrepreneur community. We use a variety of awareness opportunities to get your organization in front of small business owners and their customers, including opportunities for exposure in our signature events portfolio.

The annual **Small Business BC Awards** contest and Small Business BC Awards Gala recognize and celebrate the important contributions BC's entrepreneurs make to their local communities, the Province of BC and to the global economy. Since its inception in 2003, over 4,800 entrepreneurs have participated in this awards competition in areas as diverse as retail, trade, manufacturing, technology, entertainment and food. It's free to enter and open to all small businesses and entrepreneurs in BC. At the end of the contest, we showcase the hard work of our Finalists in each category at the Vancouver Convention Centre in a stunning Gala format.



The annual **INSPIRE** Celebration of entrepreneurship is the province's largest single-night Small Business Week kick-off event. It features an interactive panel session, a keynotes from an industry leader, messages from government speakers, networking and exhibitions. Each year, the Province of British Columbia presents the proclamation of Small Business Week, and it acts as a launching pad for opening nominations for the Small Business BC Awards.



**MyBizDay** series connects small business owners and entrepreneurs to private and public business support programs to help them start-up, grow, create jobs and spur innovation in their community. Part conference, part tradeshow, these free full-day events give attendees the opportunity to access information and support through a blend of education, interactive panel discussions, exhibitions and networking.



**Local Leaders** fosters the growth and development of local businesses by giving small business owners and entrepreneurs an opportunity to network with each other and gain inspiration from the top CEOs and business leaders in their community. Attendees network over canapés and refreshments, hear first-hand about the many ups and downs that accomplished entrepreneurs have faced on the road to success through keynotes, and ask questions through interactive Q&A.





SMALL BUSINESS BC  
AWARDS

Yellow Pages  
Best Emerging  
Entrepreneur Award  
2016

g Bro's Barbershop

IBB

IT'S ABOUT  
MUCH MORE  
THAN A TROPHY

## **IT'S NOT YOUR AVERAGE AWARDS COMPETITION.**

The annual Small Business BC Awards contest and Small Business BC Awards Gala recognize and celebrate the important contributions BC's entrepreneurs make to their local communities, the Province of BC and to the global economy. Since its inception in 2003, over 4,800 entrepreneurs have participated in this province-wide awards competition in areas as diverse as retail, trade, manufacturing, technology, entertainment and food. It's free to enter and open to all new and existing small businesses in BC.

Over the last 15 years, the Small Business BC Awards have expanded from a simple business planning contest to a large-scale provincial awards contest and gala that has built a reputation of excellence and prestige amongst the small business community in BC. Small Business BC is pleased to have the support of the BC Government and Premier John Horgan for the sixth year through the **Premier's People's Choice Award** and the **Premier's Prize of \$1,500** cash, which will be awarded to each of the award category winners. The 15th Anniversary year also showcased the Open for Business Awards in conjunction with the Ministry of Jobs, Trade and Technology and the Small Business Roundtable.

Join us and over 600 industry executives, small business owners, government officials and media to celebrate the award winners at this year's 16th Annual Small Business BC Awards. This year's occasion will feature a sit-down dinner and gala celebration at the Vancouver Convention Centre and will again include the Open for Business Awards!

There was a large amount of participation through social media, including **#SBBCAwards** trending nationally during the awards gala. Throughout the five-month contest, the Small Business BC Awards also garnered over \$800,000 in earned media for award nominees and sponsors.



**EVENT TIMELINE:**

**NOMINATION AND VOTING PERIOD**

October 1, 2018 to November 30, 2018

Third-party and first-party nominations are open to all small businesses across BC. Nominated businesses seek votes from their communities through social media, e-communications, traditional media, etc. with the support of SBBC.

Award Categories:



Interested in customizing your own award category? Let us know.

**TOP 10 SEMI-FINALISTS ANNOUNCED**

December 7, 2018

Businesses with the most votes in each category are selected as Top 10. To create equality for regional companies, votes are normalized. Top 10 nominees submit an in-depth application to internal judges.

**TOP 5 FINALISTS ANNOUNCED**

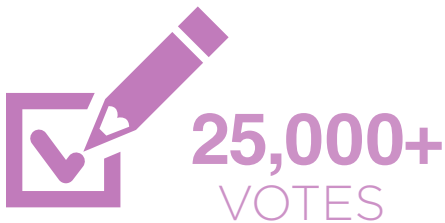
January 18, 2019

Top 5 businesses pitch to a panel of external judges at SBBC.

**SMALL BUSINESS BC AWARDS CEREMONY**

February 21, 2019

500 attendees come together for a VIP reception, business networking and awards ceremony to announce the winners.



**597**  
NOMINATIONS

**61**  
COMMUNITIES



represented across BC

**TITLE SPONSOR**

\$30,000 investment  
(1 opportunity available)

- Exclusive spotlight branding throughout entire contest and gala
- Opportunity to open the awards gala
- Primary logo exposure on all print and digital/web materials
- Brand exposure on all advertisements for nominations and awards gala
- Brand mention in all press release materials
- Logo placement and recognition as 'Title Sponsor' in the SBBC e-newsletter
- Logo placement and 'Title Sponsor' recognition on 100 per cent of SBBC Awards website pages
- Company description with logo and direct link to your website on sponsors page of SBBC Awards website
- Exhibit booth space at awards gala in prime location
- Ability to include special offer at awards gala
- Ability to offer prize giveaway at awards gala
- Sponsor recognition by event emcee
- Brand mention in post-event survey
- Social media promotion as 'Title Sponsor' throughout the awards contest and gala
- Brand placement on all trophies
- One table of eight (8) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**AWARD CATEGORY SPONSOR**

\$20,000 investment  
(10 opportunities available)

- Brand exposure throughout the five-month contest and awards gala
- Opportunity to present award at the awards gala
- Primary logo exposure on all category related print and digital/web materials
- Brand exposure on advertisements for nominations and awards gala
- Logo placement with direct link on SBBC Awards website, including award category page, award category nominee profile pages and rotating 'Thank you to our sponsors' footer
- Company description with logo and direct link to your website on sponsors page of SBBC Awards website
- Exhibit booth space at awards gala
- Ability to include special offer at awards gala
- Ability to offer prize giveaway at awards gala
- Sponsor recognition by event emcee
- Brand mention in post-event survey
- Social media promotion as award sponsor throughout awards contest and gala
- Brand placement on the sponsored award
- One table of eight (8) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**COMMUNITY SPONSOR**

\$4,000 investment

- Logo exposure on sponsors page of SBBC Awards website
- Exhibit booth space at awards gala
- Ability to include special offer at awards gala
- Ability to offer prize giveaway at awards gala
- Sponsor recognition by event emcee
- Additional marketing benefits, such as e-news ad blocks, Small Business BC website ad blocks, sponsored e-blasts, sponsored articles and blog posts
- One half-table of four (4) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**SOCIAL MEDIA SPONSOR**

\$10,000 investment  
(1 opportunity available)

- Logo exposure on sponsor page of awards website
- Exhibit booth space at awards gala
- Logo exposure on select print and digital materials
- Ability to include special offer at awards gala
- Ability to offer door prize at awards gala
- Sponsor recognition by event emcee
- Brand mention in post-event survey
- One half-table of four (4) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**BAR SPONSOR**

\$5,000 investment  
(1 opportunity available)

- Sponsor recognition on two (2) bar areas
- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on sponsor page of awards website
- Logo placement on rotating slideshow
- Logo placement in event program
- One half-table of four (4) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**DRINK TICKET SPONSOR**

\$5,000 investment  
(1 opportunity available)

- Sponsor recognition on all complimentary drink tickets
- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on sponsor page of awards website
- Logo placement on rotating slideshow
- Logo placement in event program
- One half-table of four (4) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**LANYARD & BADGE SPONSOR**

\$5,000 investment\*  
(1 opportunity available)

\*Lanyard production included in cost  
\$3,000 without lanyard production

- Logo exposure on every attendee at awards gala
- Logo exposure on sponsor page of awards website
- Logo exposure on select print and digital materials
- Ability to include special offer at awards gala
- Ability to offer door prize at awards gala
- Sponsor recognition by event emcee
- One half-table of four (4) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards Ceremony

**PHOTO BOOTH SPONSOR**

\$2,000 investment  
(1 opportunity available)

- Sponsor recognition by event emcee
- Brand mention in to promote event
- Logo exposure on sponsor page of awards website
- Logo placement on rotating slideshow
- Logo placement in event program
- One half-table of four (2) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards

**EVENT PROGRAM SPONSOR**

\$2,000 investment  
(1 opportunity available)

- Sponsor recognition by event emcee
- Brand mention in two (2) e-blasts to promote event
- Logo exposure on sponsor page of awards website
- Logo placement on rotating slideshow
- Logo placement in event program
- One half-table of four (2) tickets to the awards gala
- First right of refusal for the 17th Annual Small Business BC Awards



More sponsorship opportunities are also available.

For further details, contact [sponsorship@smallbusinessbc.ca](mailto:sponsorship@smallbusinessbc.ca) or **604.775.6255**

# INSPIRE

## **SMALL BUSINESS BC'S INSPIRE IS AN ANNUAL CELEBRATION OF THE NEARLY 400,000 ENTREPRENEURS IN BRITISH COLUMBIA.**

This event features an interactive panel session and keynote with a selection of high-profile successful entrepreneurs who share their stories, advice and most importantly, their inspiration.

Attendees hear first-hand about the many ups and downs that accomplished entrepreneurs have faced on the road to success. They also have the opportunity to ask questions and get advice from the panelists themselves.

The upcoming **8th Annual INSPIRE Celebration of Entrepreneurship** showcases discussion with these amazing business owners. Past speakers and panelists include:

- **Sunny Lenarduzzi**, Radio and Television Host, City TV
- **Tom Leavitt**, Founder and CEO, Leavitt Machinery
- **Arran Stephens**, Co-Founder, Nature's Path
- **Peter Higgins**, President and Chocolate Scientist, Purdy's
- **Christine Day**, Founder and CEO, Luvo Inc.

INSPIRE features a networking reception with 400 of BC's top influencers, government representatives and entrepreneurs. Your organization has the opportunity to exhibit at this event, and showcase your products and services to a targeted audience of business owners.

This event is also our opportunity to kick-off the Small Business BC Awards contest which opens for nominations on October 1, 2018.



**TITLE SPONSOR**

\$15,000 investment  
(1 opportunity available)

- Branding as 'Title Sponsor'
- One (1) speaking opportunity
- Exhibit booth space with prime location
- Primary logo exposure on all event web/digital materials
- Brand mentions in all event press releases
- Logo placement in all e-communications to promote the event
- 'Title Sponsor' exposure on print materials
- Sponsor recognition by event emcee
- Ability to place one (1) stand-up banner at registration
- Ability to place one (1) stand-up banner on stage
- Ability to place two (2) stand-up banners in tradeshow area
- Ability for door prize giveaway brand recognition at the event
- Social media promotion as 'Title Sponsor' throughout the marketing cycle
- Brand mention in post-event survey
- Four (6) tickets to INSPIRE event
- First right of refusal for the 9th Annual INSPIRE event

**GOLD SPONSOR**

\$4,000 investment

- Branding as 'Presenting Sponsor'
- Exhibit booth space at the event
- Logo placement on rotating slideshow
- Logo exposure on all event web/digital materials
- Brand mentions in all event press releases
- Logo placement in all e-communications to promote events
- 'Presenting Sponsor' exposure on event programs
- Sponsor recognition by event emcee
- Ability to place two (2) stand-up banners in tradeshow area
- Ability for door prize giveaway at the event
- Brand mention in post-event survey
- Four (4) tickets to INSPIRE event
- First right of refusal for the 9th Annual INSPIRE event

**SILVER SPONSOR**

\$2,000 investment

- Exhibit booth space at the event
- Sponsor recognition by event emcee
- Logo placement on event webpage
- Logo placement on rotating slideshow
- Logo placement in event program
- Brand mention in post-event survey
- Two (2) tickets to INSPIRE event



SBBC Awards Program  
**KICK-OFF**



**SOCIAL MEDIA SPONSOR**

\$5,000 investment  
(1 opportunity available)

- Logo Exposure on Twitter Wall at INSPIRE
- Exhibit booth space at INSPIRE
- Logo exposure on event page on SBBC website
- Logo exposure on select print and digital materials
- Ability to include special offer at INSPIRE
- Ability to offer door prize at INSPIRE
- Sponsor recognition by event emcee
- Brand mention in post-event survey
- Four (4) tickets to INSPIRE
- First right of refusal for the 9th Annual INSPIRE event

**BAR SPONSOR**

\$5,000 investment  
(1 opportunity available)

- Sponsor recognition on two (2) bar areas
- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on event page on SBBC website
- Logo placement on rotating slideshow
- Logo placement in event program
- Four (4) tickets to INSPIRE
- First right of refusal for the 9th Annual INSPIRE event

**DRINK TICKET SPONSOR**

\$5,000 investment  
(1 opportunity available)

- Sponsor recognition on all complimentary drink tickets
- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on event page on SBBC website
- Logo placement on rotating slideshow
- Logo placement in event program
- Four (4) tickets to INSPIRE
- First right of refusal for the 9th Annual INSPIRE event

**FOOD & BEVERAGE SPONSOR**

\$5,000 investment  
(1 opportunity available)

- Sponsor recognition on two (2) Food & Beverage areas
- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on event page on SBBC website
- Logo placement on rotating slideshow
- Logo placement in event program
- Four (4) tickets to INSPIRE
- First right of refusal for the 9th Annual INSPIRE event

**LANYARD + BADGE SPONSOR**

\$5,000 investment\*  
(1 opportunity available)

\*Lanyard production included in cost  
\$3,000 without lanyard production

- Logo exposure on every attendee through branded lanyards and badges
- Logo exposure on event page on SBBC website
- Logo exposure on select print and digital materials
- Ability to include special offer at INSPIRE
- Ability to offer door prize at INSPIRE
- Sponsor recognition by event emcee
- Brand mention in post-event survey
- Four (4) tickets to INSPIRE
- First right of refusal for the 9th Annual INSPIRE event

More sponsorships are also available.

For further details, contact [sponsorship@smallbusinessbc.ca](mailto:sponsorship@smallbusinessbc.ca) or **604.775.6255**



CELEBRATING  
SMALL BUSINESS



## SMALL BUSINESS BC'S MYBIZDAY SERIES CONNECTS ENTREPRENEURS TO LEADING TOOLS AND RESOURCES.

This touring event series gives attendees the opportunity to access information and support through a mix of keynotes, interactive panels and exhibitions.

**MyBizDay Series** has engaged with communities including:

- **Abbotsford** - April, 2018
- **Surrey** - April, 2018
- **Victoria** - November, 2016
- **Vancouver** - November, 2016
- **Prince George** - October, 2015 & 2016
- **Kelowna** - October, 2015 & 2016
- **Nanaimo** - October, 2015

Some of the topics to be covered by this year's industry experts include:

- Accessing Capital to Help You Grow
- Set for Success: Foundations to Help You Grow
- Pitch Perfect
- Lessons Learned on the Road to Success
- 5 Ways to Think Outside the Box when Marketing Your Business Online
- The Do's and Don'ts of Online Selling
- Hacks to Automate Your Business and Improve Your Bottom Line

In the last 3 years, the MyBizDay Series has helped over 1,000 entrepreneurs while showcasing the organizations and groups helping to drive small business success.



**TITLE SPONSOR:**

\$20,000 investment –  
(1 opportunity available)

- Branding as ‘Title Sponsor’
- One (1) speaking opportunity per event
- Exhibit booth space with prime location
- Logo placement on rotating slideshow
- Primary logo exposure on all event web/digital materials
- Brand mentions in all event press releases
- Logo placement in all e-communications to promote MyBizDay
- ‘Title Sponsor’ exposure on event programs
- Sponsor recognition by event emcee
- Ability to place one (1) stand-up banner on-stage
- Ability to place one (1) stand-up banner at registration
- Ability to place two (2) stand-up banners in tradeshow area
- Ability for door prize giveaway at event
- Brand mention in post-event survey
- Ability to include special offer at MyBizDay
- Main column feature in one (1) edition of SBBC’s e-newsletter
- First right of refusal for 2018 MyBizDay Series

**PRESENTING SPONSOR**

\$12,000 investment –  
(5 opportunities available)

- Branding as ‘Presenting Sponsor’
- One (1) speaking opportunity per event
- Exhibit booth space at event
- Logo exposure on all event web/digital materials
- Brand mentions in all event press releases
- Logo placement in all e-communications to promote MyBizDay
- ‘Presenting Sponsor’ exposure on event programs
- Sponsor recognition by event emcee
- Ability to place two (2) stand-up banners in tradeshow area
- Ability for door prize giveaway at event
- First right of refusal for 2018 MyBizDay Series

**EXHIBITING SPONSOR:**

\$1,500 investment per event  
(10 opportunities available)

- Branding as ‘Exhibiting Sponsor’
- Exhibit booth space at event
- Logo exposure on all event web/digital materials
- ‘Exhibiting Sponsor’ exposure on event programs
- Sponsor recognition by event emcee
- Ability to place two (2) stand-up banners in tradeshow area
- Ability for door prize giveaway at event
- First right of refusal for 2018 MyBizDay Series

**LANYARD & BADGE SPONSOR**

\$5,000 investment\*  
(1 opportunity available)

\*Lanyard production included in cost  
\$3,000 without lanyard production

- Sponsor recognition by event emcee
- Logo exposure on every attendee at MyBizDay Series
- Logo exposure on sponsor page of website event listing
- Logo exposure on select print and digital materials
- Ability for door prize giveaway at event
- First right of refusal for 2018 MyBizDay Series

**FOOD & BEVERAGE SPONSOR**

\$5,000 investment -  
(1 opportunity available)

- Sponsor recognition on two (2) F&B areas
- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on sponsor page of website event listing
- Logo placement on rotating slideshow
- Logo placement in event program
- First right of refusal for 2018 MyBizDay Series

**EVENT PROGRAM SPONSOR**

\$2,000 investment -  
All four (4) events  
(1 opportunity available)

- Sponsor recognition by event emcee
- Brand mention in e-blasts to promote event
- Logo exposure on sponsor page of website event listing
- Logo exposure on event program
- First right of refusal for 2018 MyBizDay Series



More sponsorships are also available.

For further details, contact [sponsorship@smallbusinessbc.ca](mailto:sponsorship@smallbusinessbc.ca) or **604.775.6255**

# LOCAL LEADERS

## LOCAL LEADERS IS A BUSINESS MIXER SERIES CONNECTING ENTREPRENEURS WITH THOUGHT LEADERS AND EACH OTHER.

This series fosters the growth and development of local businesses by giving small business owners and entrepreneurs an opportunity to network with and gain inspiration from the top CEOs and business leaders in their community.



Every entrepreneur has their own story of how they achieved success. This event series provides small business owners with a chance to learn from accomplished industry leaders about how they overcame their hurdles and now lead the pack.



The most recent event, **Local Leaders Fraser Valley**, featured an impressive roster of presenters representing many different industry sectors and business models in the province, including:

- **Township of Langley Mayor, Jack Froese, Founder, JD Farms**  
Welcome and Opening Remarks
- **Sandee Krause, Co-Founder, Krause Berry Farms & Estate Winery**  
What Makes a Successful Agri-Tourism Business?
- **Emma Jane Davison, Owner and Cheesemaker, Golden Ears Cheesecrafters**  
Strategies for Marketing and Promoting Local Artisan Products
- **Chilliwack City Councilor Sam Waddington, Founder, Mt. Waddington's Outdoors**  
Stimulating Local Tourism and Making a Positive Impact on Your Community
- **Diane Morrison, Founder and General Manager, Wendel's True Foods**  
Listening to Your Customers for New Product Development Opportunities



Local Leaders brings together over 200 entrepreneurs and business influencers to network and hear from our Local Leaders about the top-of-mind issues faced by small business owners today.



We have a small number of sponsorship opportunities to access this intimate and fun event. Find out how you can bring it to your city, or a community of your choice.



**TITLE SPONSORSHIP:**

\$15,000 investment  
(1 opportunity available)

- Branding as 'Title Sponsor'
- One (1) speaking opportunity
- Exhibit booth space with prime location
- Logo placement in e-blasts to promote Local Leaders
- Primary logo exposure on all event web/digital materials
- 'Title Sponsor' exposure on event program
- Brand mention or logo inclusion in all event press releases
- Sponsor recognition by event emcee
- Ability to place one (1) to two (2) stand-up banners at Local Leaders
- Ability for door prize giveaway at event
- Main column feature in one (1) edition of SBBC's e-newsletter
- Six (6) tickets to Local Leaders and VIP seating

**COMMUNITY SPONSORSHIP:**

\$2,500 investment  
(2 opportunities available)

- Sponsor recognition by event emcee
- Exhibit booth space at event
- Logo placement in e-blasts to promote event
- Logo placement on event webpage
- Logo placement on rotating slideshow
- Logo placement in event program
- Four (4) tickets to Local Leaders




ALSO AVAILABLE VIA  
**WEBINAR**





**MONTHLY  
E-NEWS LIST:  
14,800+**



**16%**  
Open Rate



**84,000**  
web visits per month



**19,600**  
COMMUNITY  
SUBSCRIBERS



**39,500+**  
Twitter, Facebook, LinkedIn & Instagram

# CUSTOM OPTIONS MENU

SPONSOR OPPORTUNITY	VALUE
<b>EDUCATION SERVICES</b>	
Education Seminar / Webinar Participation and Presentation	\$500 - \$4,000
<b>CONTENT MARKETING</b>	
Articles (Sponsor submits content)	<b>Articles:</b> \$250 per article \$675 per 3 articles \$1,300 per 6 articles \$2,500 per 12 articles
Blogs (SBBC writes content)	<b>Blog posts:</b> \$350 per post \$950 per 3 posts \$1,800 per 6 posts \$3,500 per 12 posts
e-Newsletter Feature (11,000+ contacts) or Events & Education Update Feature (8,000+ contacts)	\$1,000
Dedicated e-Blast	\$2,000
e-Newsletter Ad Blocks on smallbusinessbc.ca	Side Rectangle - \$400 Main Column - \$600
<b>ONLINE MARKETING</b>	
Web Ads on smallbusinessbc.ca	Premium (Big Box; 300 x 250) - \$250 per month Standard (125 x 125) - \$150 per month
<b>SBBC OFFICES</b>	
Entrepreneurs' Corner at Small Business BC Office	\$20,000 per year
TV Ads in SBBC Office	\$250 per month
Collateral Distribution (SBBC's Resource Centre)	\$150 per month

## CONTENT MARKETING



### SPECIFICATIONS

Please supply:

- Informative, insightful and interesting content
- Author byline to include photo and links back to your website and social media
- 300 to 1000 words for articles and less than 600 words for blog posts
- Exact content cannot be published elsewhere on the internet

## WEBSITE ADVERTISING



### SPECIFICATIONS

Please supply:

- Medium Rectangle (300x250 pixels) ;  
or Small Square (125x125 pixels)
- Ad creative in **.gif, .jpg** or **.png** format. **Please note that .gif files may contain up to three animated/rotating messages in one pane**
- A destination URL to serve as a hyperlink for ad click-throughs
- ALT text for the ad creative (to appear on cursor hover)
- Small Business BC will post the ad within three working days of final approval of advertising material

## E-NEWSLETTER ADVERTISING



### SPECIFICATIONS

Please supply:

- Ad size (600x800 pixels wide)
- 50 - 60 words + title
- Ad creative in **.jpg, .gif** or **.png, 72 DPI**
- RGB colours appear best
- Files accepted up to **5MB**

## TERMS & CONDITIONS

Small Business BC shall not be held liable for failure, for any cause, to post an advertisement. Verbal agreements are not recognized. Advertising commitments cannot be canceled. Rates are subject to change at any time.

PAST AND PRESENT  
PARTNERS AND SPONSORS



PAST AND PRESENT PARTNERS AND SPONSORS





[sponsorship@smallbusinessbc.ca](mailto:sponsorship@smallbusinessbc.ca)  
604.775.6255

**Small Business BC**  
Suite 54 - 601 West Cordova Street  
Vancouver, British Columbia V6B 1G1

