



# EDUCATIONAL SPONSORSHIP OPPORTUNITIES

## SMALL BUSINESS WEEK

Small Business Week is a provincial awareness initiative intended to celebrate and recognize the contribution of small businesses to BC's economy and local communities.

- This week is used to draw attention to the organizations and groups that help small business owners across BC, highlighting the resources that are available to entrepreneurs.

### Sponsors receive:

- An opportunity to host an educational event at SBBC's Resource Centre, marking the start of Small Business Week across BC.
- The opportunity to present on desired topics at educational events
- The opportunity to gain exposure by facilitating a seminar/webinar on a topic that holds relevance to the small business community.
- Social media promotion throughout the marketing cycle
- Logo placement in select e-communications
- Event promotion and brand mention in select e-communications

## FREE EDUCATION MONTH

Free Education Month offers Small Business owners across the province FREE access to all in person and webinar education, along with 'Talk to an Expert' services for one month.

- Over 20 seminars are made available to clients across BC both in-person and via webinar across a wide variety of topics; everything from business finance to digital marketing, social media and more.
- Clients can also book one-on-one consultations with a variety of experts including lawyers, accountants, business brokers, and more through our Talk to an Expert Program.

### Sponsors receive:

- The opportunity to sponsor educational components throughout the month, that focus on topics relevant to the small business community
- Social media promotion throughout the marketing cycle
- Logo placement in select e-communications within the marketing cycle
- 'Free Education Month Sponsor' exposure on print materials
- Logo placement on all intro slides for each seminar during Free Education Month



MONTHLY E-NEWS LIST  
**29,000+**



MONTHLY WEB VIEWS



EMAIL OPEN RATE  
**16%**



**42,000+**  
FOLLOWERS

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SMALL

BUSINESS

BC

## SPONSOR BRANDED SEMINARS

- Sponsors will have the opportunity to gain exposure by facilitating a seminar/webinar on a topic that is relevant to the small business community
- All seminar/webinar content will be created by the sponsor, and presented to an audience of small business owners and local entrepreneurs.
- Sessions can be promoted through SBBC via:
  - Social media mentions
  - Email newsletter mentions
  - Logo placement through website sidebar ads
  - Additional marketing channels\*All promotional plans are custom created for each sponsor
- Minimum quote: \$1000

## SBBC EXTENDED LEARNING PROGRAM

The Small Business BC Education Centre has access to a roster of speakers who present the 300 seminars we offer in house. The extended learning program allows for your curriculum to be supplemented with content created and presented by industry experts.

- Small Business BC will source data and create customised content on a specific topic, dependent on sponsor requirements
- One of our select community business experts will then conduct a workshop/presentation on the customised content at the clients desired location
- Sponsors will also receive discounted access to our [Talk to An Expert](#) program



More sponsorship opportunities are also available.

For further details, contact [sponsorship@smallbusinessbc.ca](mailto:sponsorship@smallbusinessbc.ca) or **604.775.7343**