



## Canada's Workforce Choice Awards Sponsorship Opportunities



### **BOWEN Group proudly presents Canada's Workforce Choice Awards**

We invite you to join us as a sponsor as we recognize and celebrate the outstanding workplaces across the country.

Tuesday, October 1, 2019 | Jack Singer | Calgary, AB

For sponsorship information, please contact:  
Kate Gatfield, Event Manager  
587-664-2279 | [kate@pineandpeony.ca](mailto:kate@pineandpeony.ca)



## Introducing Canada's Workforce Choice Awards

The best workplaces, chosen by the entire workforce. For the first time ever.

Canada's Workforce Choice Awards, presented by BOWEN Group, honour companies across every industry who set the new standard for the future of work. These awards are chosen by all members of the evolving workforce, from contractors to employees, part-timers to full-timers, interns to seasonal workers, temps to freelancers.

With every nomination, BOWEN Group will donate one dollar to Indspire, a remarkable organization investing in Indigenous education across Canada.

Award categories include Diversity & Inclusion, Indigenous Engagement, Innovation, Workplace Culture & Engagement, Future Sustainability, Community Connection, Women's Advancement, and Health, Wellness & Safety.

Canada's Workforce Choice Awards present a unique opportunity to align your brand with exceptional companies celebrated for their vision and adaption to the new world of work. This package outlines a number of sponsorship opportunities, and we are more than happy to work with you to create a custom sponsorship that works for your organization if you do not find an option that is right for you.

We look forward to working with you!



## Canada's Workforce Choice Award Categories

### Diversity & Inclusion

Paving the road today for an inclusive and diverse future tomorrow.

### Indigenous Engagement

Building a workplace where Indigenous individuals are empowered through practices and achievements.

### Future Sustainability

Being good stewards of the earth and positioning for sustainability through leadership and business model practices.

### Health, Wellness & Safety

Relentlessly focusing on protecting and improving the physical and mental health of all team members.

### Innovation

Pushing boundaries, taking risks, investing in people and technology, building for a better future.

### Community Connection

Recognizing the collective power of large groups to lend a helping hand, and committing resources and energy to do exactly that.

### Women's Advancement

Investing in the training, promotion and long-term achievement of women at every level of the workplace.

### Workplace Culture & Engagement

Setting the standard for workplace culture and workforce engagement, creating an unparalleled environment to succeed in.

# Sponsorship Opportunities

SPONSORSHIP BENEFITS	Presenting SOLD	Category	Gold	Silver	Media	Custom
Verbal recognition in opening remarks by emcee	x	x	x	x	x	
Logo to be displayed on screen/rotating slide show during event	x	x	x	x	x	
Opportunity to address audience at event	x	x				
Company banner to be displayed at venue. Pop-up banners or hanging, no larger than 3' x 8' (other sized banners need to be pre-approved)	x	x				
Company logo included in sponsor signs throughout the event	x	x	x		x	
Event logo and press release provided for internal marketing purposes	x	x	x	x	x	
Awards plaque given to winner with company logo accompanying BOWEN Group's logo	x	x				
Company logo on all promotional materials including:						
Event email blasts	x	x	x			
Event program	x	x	x	x	x	
Event press release	x	x	x	x	x	
Social media marketing	x	x	x	x	x	
Receive thank you posts on LinkedIn, Facebook and Twitter leading up to the day of and thank you tweets on the day	8	5	3	2	2	
Company logo on the Workforce Choice Awards website and link back to your website	x	x	x	x	x	
Event tickets	8	6	4	2	2	
Guaranteed first right of refusal at same level for next contract year	x	x	x	x	x	



## Contact

If you are interested in becoming a sponsor of the annual Canada's Workforce Choice Awards or if you have any questions, please contact:

Kate Gatfield  
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587-664-2279 | [kate@pineandpeony.ca](mailto:kate@pineandpeony.ca)