

2023 Sponsorship Marketing Awards Categories

Ambassador / Talent

- Awarded to a sponsorship program that best leverages talent or an ambassador in sponsorship and activations - may be an athlete, celebrity, media personality, blogger or any other influencer (group or individual).

Arts & Culture

- Awarded to a sponsorship program that leverages an Arts & Culture property for an activation or holistic partnership.

Best New Initiative

- Awarded to a sponsorship program that is in its first year of execution.

Best New Innovation

- Awarded to a sponsorship program that leverages new technology and/or digital platforms as a core element of the activation or holistic sponsorship.

Diversity, Equity & Inclusion

- Awarded to a sponsorship program that uses a sponsorship platform to champion diversity, equity, and inclusion.

Events and Festivals

- Awarded to a sponsorship program that leverages an event, anniversary or festival for an activation or holistic partnership.

Music

- Awarded to a sponsorship program that leverages a music property for an activation or holistic partnership.

Purpose Led Sponsorship

- Awarded to the best purpose-led sponsorship that leverages a philanthropic/charitable property or cause related initiative for an activation or holistic partnership.

Regional Award

- Awarded to a sponsorship program in specific region (Western, Central and Eastern Canada)



Sports (Budget \$500K and below) NEW

- Awarded to a sponsorship program that leverages a sport property for an activation or holistic partnership.
 - Budget of Campaign: exclude Campaign investment minus fees - \$500k and below.

Sports (Budget over \$501K) NEW

- Awarded to a sponsorship program that leverages a sport property for an activation or holistic partnership.
 - Budget of Campaign: exclude Campaign investment minus fees – over \$501k.

Sustained Success

- Awarded to a sponsorship program that has demonstrated sustained success (year-over-year growth and results) for three or more years.

Agency of the Year

- Awarded to the Agency that demonstrates exemplary work in the sponsorship industry.

Property of the Year

- Awarded to the property that demonstrates exemplary work in the sponsorship industry.

Hall of Fame, Individual

- Awarded to an individual who has had a major impact on the sponsorship industry in Canada and whose legacy will benefit the industry for years to come.

Hall of Fame, Program

- Awarded to a sponsorship program that is deemed to be best in class amongst all all-winning programs and has won gold or best in show three times.