



UNTAPPED

2020

BC WORKPLACE INCLUSION
AWARDS

SPONSORSHIP OPPORTUNITIES

April 2020 | Jack Poole Hall UBC

Presented by:





Award of Excellence
 2018 UnTapped BC Workplace Inclusion Awards Finalist
MURPHY CONSTRUCTION CORP
 Workplace Diversity & Inclusion Champion - Small Business
 In recognition of your contribution and ongoing commitment to
 Diversity and Inclusion in British Columbia
 November 12, 2018
 THE BURNABY, Chief Executive Officer, Open Gate Group

2018 BC Workplace Inclusion Awards
DIVERSITY AND INCLUSION
CHAMPION - BC SMALL BUSINESS
(1-99 EMPLOYEES)
 Presented to
Murphy Battista LLP
 UnTapped BC
 In recognition of your contribution to the BC Small Business Workplace Inclusion Awards
 November 12, 2018
 Sponsored by
open gate
 CORPORATION
 OF BC

Award of Excellence
 2018 UnTapped BC Workplace Inclusion Awards
STEWART BLUSSON QUANTUM MATTER
 Workplace Diversity & Inclusion Champion - Small Business
 In recognition of your contribution and ongoing commitment to
 Diversity and Inclusion in British Columbia
 November 12, 2018
 THE BURNABY, Chief Executive Officer, Open Gate Group

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As a growing business, finding talent is key to the success of our business, and far more importantly, the satisfaction of our customers.

This was a wonderful opportunity to show publicly that Fresh Start opens its doors to diverse candidates. This is something we're committed to at Fresh Start and it's an absolutely integral part of our success.

”

THOMAS GOODALL
PRESIDENT FRESH START RECYCLING &
DISPOSAL LTD.

ABOUT UNTAPPED

TAPPING INTO TALENT

Tapping into new talent pools is a top priority for BC employers with the province poised to be among Canada's leaders in economic growth in the coming decade. Baby boomers are retiring, fewer young people are entering the workforce, and yet our demand for more skilled workers across all sectors and professions continues to grow. Many employers find themselves confronting an unprecedented labour shortage - affecting their capacity, their growth, and hindering their competitiveness.

INCLUSIVE EMPLOYERS ATTRACT TOP TALENT

The UnTapped Awards Gala will bring together over 300 BC business leaders who are leading the way in workplace diversity and inclusion, specifically by tapping in to the strengths and talents of people with diverse abilities. Discover how business leaders are positioning their workplace to attract and retain untapped talent, expand their customer base, and meet their growing workforce needs.

ABOUT OPEN DOOR GROUP



Open Door Group is one of BC's largest not-for-profit providers of employment services. The organization has been serving individuals and businesses in BC for 42 years. The 2020 UnTapped program continues Open Door Group's mission of opening doors to lifelong learning and career success. Each year, Open Door Group connects thousands of job seekers with hundreds of employers to contribute to thriving communities and businesses throughout the province.

Learn more at: www.opendoorgroup.org

UNTAPPED 2020

APRIL 2020 | 300 GUESTS | UBC

BC'S BEST INCLUSIVE WORKPLACE AWARDS GALA

The demand for qualified motivated employees around the world greatly exceeds supply. One of the reasons is that employers have traditionally over-looked workers that do not fit easily into a one-sized-fits-all mold.

UnTapped celebrates BC businesses and individuals who have demonstrated a commitment to fostering diverse and inclusive workplaces. Nominees for the 2020 BC's Best Inclusive Workplace will be in attendance, and award recipients will be announced during the gala. Meet these amazing diversity and inclusion champions over dinner, entertainment, and a special keynote presentation.



ABOUT THE PRESIDENTS GROUP

The Presidents Group is a network of 25 change-driven BC business leaders who are champions for more accessible, inclusive workplaces. Representing businesses of all different sizes and sectors, the organizations employ over 60,000 people in BC. The group also plays an advisory role to BC's Minister of Social Development and Poverty Reduction. The Group's vision is to make British Columbia the province in Canada with the best employment for people with disabilities. In 2018, the Presidents Group launched an online Community of Accessible Employers to invite employers and business owners around the province to join the inclusive employment movement.

Learn more at: accessibleemployers.ca

SPONSORSHIP

PRESENTING SPONSOR | \$25,000

Brand Recognition

- Event will be referred to as being 'in association with' the Presenting Partner
- Organization logo to be featured on all advertisements, event website, print and online, marketing campaign materials to the UnTapped Gala
- Speaking opportunity at any of the webinars that will be held leading up to the gala. Webinars cover topics related to diversity and inclusion in the workplace and will be attended by a total of 350-400 people (businesses and community agencies across the province)
- Verbal acknowledgment throughout the UnTapped Gala
- Online exposure through two customized social media campaigns, including a feature in a short-video to share what you have been doing and how you have benefited as being committed to hiring people with diverse abilities
- Speaking opportunity at the UnTapped Gala

Tier Exclusivity

- Exclusive presenting partner of UnTapped Gala. Your organization will receive exclusive exposure at every opportunity throughout the complete marketing of the UnTapped Gala.
- Prestigious exposure as a leader in diversity and inclusion in British Columbia.

THE PRESIDENTS GROUP IS THE OFFICIAL UNTAPPED 2020 PRESENTING SPONSOR



LEVELS & BENEFITS

GOLD | \$7,500 (the only 1 spot left)

Tier Exclusivity

- Prestigious exposure as a leader in diversity and inclusion in British Columbia

VIP Access

- 8 VIP tickets to the UnTapped Gala
- Prime seating at the UnTapped Gala
- Complimentary parking passes at the UnTapped Gala

Value Add Recognition

- Mental Health First Aid workshop delivered to your team
- Consultation with Keynote Speaker

Brand Recognition

- Banner placement and display advertising at the UnTapped Gala
- Verbal Acknowledgment throughout the UnTapped Gala
- Online exposure through two customized social media campaigns, including a feature in a short-video to share what you have been doing and how you have benefited as being committed to hiring people with diverse abilities
- Prominent logo feature on all advertisement, print, and online marketing materials for UnTapped Gala
- Full page, full colour ad in the UnTapped Gala program

SILVER | \$3,500 (only 1 spot left)

VIP Access

- 4 VIP tickets to the UnTapped Gala
- Complimentary parking passes at the UnTapped Gala

Brand Recognition

- Display advertising at the UnTapped
- Verbal acknowledgment during the UnTapped Gala
- Social Media exposure and logo placement on the UnTapped website for 6 months
- 1/4 page, full colour ad in the UnTapped Gala Program

Consulting Services

- Consultation with Keynote Speaker

BRONZE | \$1,500

VIP Access

- 2 VIP tickets to the UnTapped Gala
- Complimentary parking passes at the UnTapped Gala

Brand Recognition

- Verbal acknowledgment during UnTapped Gala
- Logo placement on UnTapped Gala program
- Logo placement on the UnTapped website for 3 months

SPONSOR

THE UNTAPPED BC WORKPLACE INCLUSION AWARDS

For more information about the
2020 UnTapped Gala:

VISIT

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