



Small Business BC Awards

2024 Partner Marketing Kit

The Small Business BC Awards celebrate business excellence in our province. Over the past 20 years, we have seen over 6,000 businesses engage with our contest. For our 21st year, we are offering four Award categories, each with a cash prize of \$5,000 for the winner. The categories are:

- The [Business Impact Award](#), sponsored by BCAA Small Business Insurance, rewards business owner(s) who are truly making a difference. These hard-working individuals embrace the challenge of entrepreneurship, displaying skill in areas like sales, marketing, logistics, finances, and operations. Their organization has taken positive action to invest in the community and sees social responsibility as an integral part of business success.
- The [Best Youth Entrepreneur Award](#), sponsored by Kwantlen Polytechnic University, spotlights the next generation of business leaders who have taken the entrepreneurial plunge at a young age. These game-changers have turned passion into profit through grit, hustle, and ingenuity.
- The [E-Commerce Experience](#), sponsored by FortisBC, recognizes a business with an excellent online retail experience for its customers. Whether selling gourmet goodies or trendy trinkets, this business converts visitors into buyers through an easy-to-navigate store paired with an inspiring (and measurable) digital marketing strategy.
- The [Premier's People's Choice Award](#), sponsored by the Province of British Columbia, honours a small business that demonstrates their community's unwavering and loyal support.

Businesses can self-nominate or be nominated by a member of their community to enter the Small Business BC Awards. The contest runs until August 16th, 2024.

As a valued partner, we need your help to spread the word. To make it easier for you, we've provided some resources you can use to help spread the word. This kit includes:

- Social Media Graphics, Copy, Hashtags, and Handles
- E-Newsletter Graphics and Copy
- Website Banner and Badge

Thanks for your support.



Small Business BC Awards

Social Media

In this section:

- Suggested Post Copy
- Graphics
- Social Handles and Hashtags

Suggested Post Copy

1. @SmallBusinessBC believes BC entrepreneurs deserve our recognition and admiration. After all, they make our communities such uniquely special places to live, work and play.

Share the #SBBCAwards with your favourite small business: sbbc.co/nominate

2. This year, @SmallBusinessBC's annual awards will honour entrepreneurs who were creative, determined, and most of all, supported their communities in our province.

Share the #SBBCAwards with your favourite small business: sbbc.co/nominate

3. All British Columbians can recognize the contribution of local small businesses by nominating them for a @SmallBusinessBC Award. Your nomination is a powerful show of appreciation for their efforts throughout a challenging year. Nominate your business now: sbbc.co/nominate #SBBCAwards

4. Why not inspire your business or a business you love to new heights by nominating it for a @SmallBusinessBC Award now: sbbc.co/nominate? #SBBCawards










Supporting small is a big deal. Who can nominate?

- #Smallbiz can nominate themselves
- Anyone can share the #SBBCAwards



Small Business BC Awards

Graphics

<p>Small Business BC Award Nominations Are Now Open</p> 	<p>Small Business BC Award Nominations Are Now Open</p> 	<p>Small Business BC Award Nominations Are Now Open</p> 
<p>Nominate Your Small Business for an Award</p> 	<p>Nominate Your Small Business for an Award</p> 	<p>Nominate Your Small Business for an Award</p> 
<p>Share the Awards With Your Favourite Small Business</p> 	<p>Share the Awards With Your Favourite Small Business</p> 	<p>Share the Awards With Your Favourite Small Business</p> 



Small Business BC Awards

Social Handles and Hashtags - Small Business BC

		Instagram	Facebook	X (formerly Twitter)	LinkedIn
	Small Business BC	@smallbusinessbc	Small Business BC	Small Business BC (SBBC)	Small Business BC (SBBC)
Business Impact Award	BCAA Small Business Insurance	@bcaarewards	BCAA	BCAA	BCAA
Best Youth Entrepreneur Award	Kwantlen Polytechnic University	@kwantlenu	Kwantlen Polytechnic University	KwantlenU	Kwantlen Polytechnic University
E-Commerce Experience Award	FortisBC	@fortisbc	FortisBC	FortisBC	FortisBC
Premier's People's Choice Award	The Government of British Columbia	@governmentofbc	Government of British Columbia	BC Government News	Government of British Columbia



Small Business BC Awards

Newsletter

In this section:

- Suggested Post Copy
- Graphics

Suggested Newsletter Copy

- Newsletter Message 1:

Subject: Celebrate BC Entrepreneurs: Share the SBBC Awards with your favourite small business and help them win an award.

Dear [Recipient Name],

Small Business BC believes that BC entrepreneurs deserve our recognition and admiration. After all, they make our communities such uniquely special places to live, work, and play.

This year, Small Business BC's annual awards will honour entrepreneurs who were creative, determined, and most of all, supported their communities in our province.

All British Columbians can recognize the contribution of local small businesses by nominating them for a Small Business BC Award. Your nomination is a powerful show of appreciation for their efforts throughout a challenging year.

Supporting small is a big deal. Nominate now and celebrate the resilience and innovation of BC's small businesses.

Nominations and voting are open until August 16th, 2024 at sbbc.co/nominate

Thank you for your support.



Small Business BC Awards

- Newsletter Message 2:

Subject: Help Us Honour BC's Best Small Businesses. Nominations for the Small Business BC Awards Are Open Now.

Dear [Recipient Name],

BC entrepreneurs make our communities vibrant and unique places to live, work, and play. Small Business BC believes they deserve our recognition and admiration.

This year, Small Business BC's annual awards will honour those entrepreneurs who have shown creativity, determination, and outstanding community support.

By nominating a local small business for a Small Business BC Award, you're showing appreciation for their hard work and contributions during a challenging year. Your support can make a significant difference.

Share the SBBC Awards with your local businesses or a business you love, and help us celebrate the incredible small businesses that make BC great: sbbc.co/nominate

Thank you for your support.

Graphics





Small Business BC Awards

Website

In this section:

- Graphics

Graphics

**Share the Awards With
Your Favourite Small Business**

About the Small Business BC Awards

Small Business BC is an independent non-profit organization that exists to elevate every BC business. Our doors are open to everyone in BC at every step of the business journey. Whether we offer the service you need or connect you to another source, our goal is the same – to help you succeed.

The Small Business BC Awards is British Columbia's largest awards competition dedicated exclusively to small businesses. What started as a simple business plan contest in 2003 has become an incredible opportunity for nominees to learn, secure financial support, gain valuable exposure, and share stories with a supportive community across the province. Across 21 years of the Small Business BC Awards, over 6,600 small businesses have participated, covering every industry in our province.

Timeline

This year's awards stages:

1. June 19 - Nomination & Voting begins
2. August 16 - Nominations & Voting closes
3. Early September - Pitches & Judging
4. November 1 - Ceremony & Winner Announcement