



welcome to the family.

Family Business Awards

March 14, 2019

11:45 am – 1:30 pm

Brightwood Golf & Country Club

Sponsorship Opportunity



Join the conversation...

REACH FAMILY BUSINESS LEADERS

Family Business Atlantic is a non-profit, membership-driven organization supporting business growth in Atlantic Canada. Our focus is supporting the fabric of the regional economy — families in business. Whether a business directly employs family members or receives their financial or emotional support, we exist to help them thrive through peer-to-peer groups, networking events and educational resources. By becoming a sponsor of Family Business Atlantic's events, you become a friend of the family and position your brand with influential family business leaders in our region.

OUR MEMBERS

Family businesses are one of the oldest forms of commercial enterprises and are vital economic drivers, constituting 80 per cent of all business worldwide and creating an estimated 70-90 per cent of global GDP. Family Business Atlantic spans all sectors and sizes across the region:

Businesses involving family members: businesses owned, funded or supported by and/or employing family members.

Small-medium size business owners: not all family businesses self-identify as such. Atlantic Canada is rich with businesses that employ family members or have some form of family support.

Entrepreneurs: starting out, entrepreneurs may not realize their connection to a family business, although are prime examples of receiving family support.

Advisors: consultants, executives and advisors add value by sharing advice and guidance for family businesses. Our trusted advisors work in many areas of business including legal, human resources, marketing, sales, finance, public relations, technology and wealth management.

FAMILY BUSINESS AWARDS

Awards are given annually by Family Business Atlantic to recognize, celebrate and promote the achievements of Atlantic Canadian family businesses and young entrepreneurs, and the considerable contribution they make to our regional economy. Our Awards luncheon takes place March 14, 2019 at the Brightwood Golf and Country Club in Dartmouth, where our featured businesses and entrepreneurs are profiled and applauded for their successes.

Award recipients for 2018:

Northeastern Protection Services, *Longstanding Award*

Minuteman Press, *Advancement & Growth*

Thian Carman, *Young Entrepreneur of the Year*

[Meet our Board of Directors](#)

[Strategic Partners](#)

JUDGING

Submissions are reviewed by a volunteer judging committee consisting of our Awards Luncheon Chair, Executive Director, a representative from our presenting sponsor and two members of our Board of Directors. The following categories are considered upon selecting which family businesses are featured:

- The family business framework
- Mission, vision & values of your family business
- Company prosperity and development
- Succession best practices
- Business culture and philanthropy
- Connecting with success through your Family Business Atlantic membership
- Personal interview with the family and key management

MAKE AN IMPACT ON BUSINESS FAMILIES

Family Business Atlantic is embarking on an aggressive new strategic plan with a focus on building and expanding our community of business families within the Atlantic region. By becoming a sponsor, you'll be joining our family business community and helping connect even more Atlantic Canadian business families together for success. Through our many programs and services, you'll be positioning your corporate brand as a leader and supporter of family business in Canada.

CONNECT WITH US

Family Business Atlantic recognizes budget cycles may not correspond with the timing of this event and would be pleased to discuss financial arrangements that best suit your company.

We are looking to secure sponsors by January 31, 2019, allowing ample lead-time for promotion of the awards ceremony and its supporters. Your consideration of this sponsorship opportunity is greatly appreciated – we look forward to discussing your involvement and support for family businesses in our region.

CONTACT:

Michelle LaVigne
Executive Director
Family Business Atlantic
902-465-2535

SPONSORSHIP OPPORTUNITIES

The Family Business Awards Luncheon has grown in both size and attendance thanks to our sponsors and the many inspirational families we have had the privilege to hear from each year. The event has become well-established, supported and promoted over the past 10 years and we would be honoured to have your company as a sponsor.

Our goal is a long-term relationship with your company and we are open to discussing how we can customize your sponsorship experience to deliver ROI and achieve your strategic objectives. We invite you to consider becoming a supporter of Family Business Atlantic with the following sponsorship benefits:

Participating sponsor investment		\$750 annually
SPONSORSHIP BENEFITS	PARTICIPATING	
Name & logo recognition on promotional pieces and Program	●	
Logo link within sponsor recognition webpage on Family Business Atlantic website	●	
Name & logo recognition within marketing and promotion related to our Awards ceremony inclusive of: <ul style="list-style-type: none"> ● Minimum of 15 email blasts to membership database of over 500 direct contacts ● Onsite event signage with a pop-up display in the dinner area (provided by sponsor) ● Podium acknowledgement by MC at opening & closing of dinner ● Recognition for your support in social media promotions 	Preferred size & position Please provide your logo and pop-up banner	
Opportunity to meet and engage Family Business Atlantic members and other key family business members at the luncheon	●	

Sponsorship Agreement Form

SPONSORSHIP AGREEMENT BETWEEN FAMILY BUSINESS ATLANTIC AND THE UNDERSIGNED ORGANIZATION

SPONSOR:

Company: _____

Contact:

Name: _____

Address: _____

Address 2: _____

Prov/Postal: _____

Phone #: _____

Email: _____

SPONSORSHIP LEVEL:

Participating Sponsor

SPONSORSHIP TERM:

The term of this Participating Sponsorship agreement is a two-year agreement from September 1, 2018 to August 31, 2021, (inclusive) with the first right of refusal for year three.

SPONSORSHIP PAYMENT TERMS:

Family Business Atlantic will invoice the amount of \$750 within three months of the event date. Payment is due upon receipt.

The undersigned is authorized to bind the Sponsor to the terms and conditions of this agreement.

The undersigned, on behalf of the Sponsor, acknowledges and agrees that they have read and agrees to the terms and conditions contained within this agreement.

Accepted and agreed upon by: _____

Michelle LaVigne, Executive Director, Family Business Atlantic

Acceptance (please sign): _____

Name, title, company

Date: _____

TERMS AND CONDITIONS OF THE SPONSORSHIP AGREEMENT

1. The Sponsorship package sets out the benefits of your selected sponsorship level. Subject to receipt of sponsorship fees, Family Business Atlantic agrees to provide the benefits for the sponsorship selected until the conclusion of term of the agreement.
2. Family Business Atlantic reserves the right, at its sole discretion, to change the date or dates upon which its events are held, and/or to cancel the events and shall not be liable for any damages or otherwise by reason of any such changes or cancellations other than for return of the sponsorship fees.
3. The Sponsor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters in connection with its sponsorship.
4. The Sponsor is responsible for providing all information, digital artwork, and materials to meet Family Business Atlantic specifications.
5. The Sponsor is responsible for meeting all Family Business Atlantic deadlines for promotional materials.
6. The contact for the Family Business Atlantic for this agreement will be Michelle LaVigne, Executive Director, 902-465-2535.
7. This agreement will be construed and governed by the laws of the Province of Nova Scotia and the federal laws of Canada applicable therein.
8. This Agreement constitutes the entire understanding between the Family Business Atlantic and the Sponsor in respect of the matters herein and supersedes all prior oral and written understandings, agreements and commitments.