



— ■ ■ MAY 2, 2024  
11:30 AM – 1:30 PM  
BRIGHTWOOD GOLF & COUNTRY CLUB  
DARTMOUTH, NS



## OUR FAMILY

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. We are honored to have 110 members in our Association representing 85 successful family businesses and 25 well established advisors who provide support to so many of our members.

### OUR MEMBERS INCLUDE:

- **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.

### MEET OUR BOARD OF DIRECTORS. ►



## 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 event will take place on May 2, 2024 at the Brightwood Golf and Country Club in Dartmouth, where our featured businesses and entrepreneurs are profiled and recognized for their successes. Nominations are open until December 31, 2023.

## JUDGING

Submissions are reviewed by a volunteer judging committee consisting of our Awards Luncheon Chair, Executive Director, and representatives from our sponsors. 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
- Industry best practices

## MAKE AN IMPACT ON BUSINESS FAMILIES

Family Business Atlantic is embarking on an ambitious 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 our region.

## 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 as soon as possible 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  
[mlavigne@familybusinessatlantic.ca](mailto:mlavigne@familybusinessatlantic.ca)  
o: 902-465-2535  
c: 902-440-7329



## SPONSORSHIP OPPORTUNITIES

The Family Business Awards event 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 20 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:



# SPONSORSHIP INVESTMENTS

SPONSORSHIP BENEFITS	Supporting \$1,750 plus HST
Industry exclusivity within your Sponsorship Category for 2024 – Family Business Atlantic Awards events and right of first refusal for events following 2024.	●
Opportunity to meet and greet guests at the registration desk	●
Opportunity to profile a finalist at the event	●
Opportunity to provide an article for our monthly newsletter	
One year membership within Family Business Atlantic (\$862 value)	
Opportunity to host an educational session to our members - Zoom	
Name & logo recognition on promotional pieces and Program	●
Logo link within sponsor recognition webpage on Family Business Atlantic website	●
Seats at the event (\$500 value)	Two seats
Name & logo recognition within marketing and promotion related to our Awards Luncheon inclusive of:	●
• Name & logo recognition in press releases	●
• Minimum of 15 email blasts to membership database of over 1000 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	●
• Logo Placement on PowerPoint that profiles each award recipient	●
• Photographed with award recipients – to be included on FBA website, social media and newsletter	●
• Recognition for your support in social media promotions	●



# SPONSORSHIP AGREEMENT FORM

Sponsorship agreement between family business atlantic and the undersigned organization

## SPONSORS:

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Prov/Postal: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

## SPONSORS:

- ☐ YES - We would like to be a Presenting Sponsor at \$3,000 plus HST
- ☐ YES - We would like to be a Supporting Sponsor at \$1,750 plus HST
- ☐ YES - We would like to be a Participating Sponsor at \$ 999 plus HST

## SPONSORSHIP TERM:

The term of this Presenting sponsorship agreement is from January 1, 2024, to August 31, 2024, inclusive.

## SPONSORSHIP PAYMENT TERMS:

Family Business Atlantic will invoice the amount within two 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.

