



SPONSORSHIP PACKAGE

“Celebrating Winning Ideas”
4th Annual Business Plan Contest

Since 1993, Small Business BC has been a premier resource centre helping enterprising people start and grow their businesses, and meet their entrepreneurial aspirations.



With small businesses accounting for 98% of all businesses and employing 971,000 people in BC, we at Small Business BC want to celebrate entrepreneurs’ winning ideas by hosting our 4th annual Business Plan Contest.

A free competition open to all new and existing BC-based businesses, this event will provide business owners the opportunity to learn how to successfully prepare and implement their business plans while further developing their business goals.

Over the past three competitions, we have received over 420 business plans from communities throughout BC. Every year, our review panel has been impressed with the high calibre of submissions and more recently struck by the theme of social responsibility in many plans. It is inspiring to see good ethics married to savvy business plans and we look forward to another successful competition this year.

The economic and social contributions of small business owners in our province are significant, exciting and growing. We value your participation and look forward to your support in this landmark business plan competition.

Sincerely yours,

Tara Gilbert
CEO, Small Business BC



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4TH ANNUAL BPC





ABOUT SMALL BUSINESS BC

Small Business BC, a non-profit organization, offers resources to help BC entrepreneurs start and grow their businesses. A key resource centre for business information and services, we provide business plan review services, customized market research reports, export readiness coaching, skills development seminars and workshops, government regulations information, e-business consultation, a business resource library and a range of other planning resources at our office or website, www.smallbusinessbc.ca.



**4th ANNUAL BPC
SEPT 25/06 - DEC15/06**

**BPC CEREMONY
JANUARY 2007**

ABOUT THE BUSINESS PLAN CONTEST

With small businesses representing 98 percent of all BC businesses and employing almost one million people, Small Business BC is championing the entrepreneurial spirit by celebrating innovative and winning business ideas with the 4th Annual Business Plan Contest. Founded in 2003, this is a free annual provincial-wide competition open to all new and existing small businesses.

Over the past three years, we have received over 420 entries and every year the judging panel, made up of local business experts, is impressed with the high caliber of submissions. Winners include fifteen businesses that have demonstrated solid financial and social/environmental returns, innovation in business, marketability and strong management.

Small Business BC is taking steps to grow and improve its 4th annual Business Plan Competition by providing more opportunities for entrepreneurs to network with the business community, increasing exposure potential and offering unprecedented awards for the business plan contest winners. Look for ways to gain exposure to the small business community by associating yourself with this province wide Business Plan Contest.



Small Business BC Resource Centre
Waterfront Station



3rd Annual Business Plan Contest
Winners



3rd Annual Business Plan Contest
Award Ceremony

4TH ANNUAL BPC CONTEST & CEREMONY

Details

Contest Dates: Sept 25th, 12:00pm to Dec 15th, 12:00pm
 Contest Eligibility: Free to all new and existing businesses in BC
 Ceremony Date: January 2007 (tba)

BPC:

The BPC is a three month, provincial wide competition. The goal of the BPC is to promote the importance of Business Planning and encourage success. During the three month period Small Business BC will host an array of (open to public) events and seminars aimed to help BPC Contestants learn, network and grow. These events include a 6 Week Business Plan Development Series, and a one week national celebration know as Small Business Week in which we will feature guest speakers and seminars.

BPC Ceremony:

Held in January, the BPC Ceremony gives BPC Contestants a chance to celebrate their hard work. Speeches & awards will be delivered by sponsoring organizations, BPC judges & contestant winners, while BPC winners will have an opportunity to display their products and services to over 35,000 that frequent the Waterfront Station daily.

SPONSORSHIP BENEFITS

Location, Location, Location:

The BPC Ceremony will be held in the concourse of Vancouver's Waterfront Station. Your organization will be exposed to over 35,000 commuters that frequent the Station daily.

Develop Awareness:

Included in Gold & Silver Sponsorship, your organization will have the opportunity to distribute brochures, promotional materials, handouts and hang display signage at our BPC events and seminars.

Marketing Materials:

Included in all levels of sponsorship your organizations logo will be featured on BPC promotional materials. These materials will be promoted in over 400 organizations supporting the BPC across BC.

ADDED EXPOSURE: To assist you in maximizing your exposure we have created an opportunity for you to market your logo, brand, product(s) and or service(s) at our **SUCCESS STORIES** & at **B2b DAY**.

ENTREPRENEUR SUCCESS STORIES

Date: September 18, 2006
 Time: 10am - 4pm
 Place: Small Business BC Resource Centre

As a kick off to this years BPC, we are proud to host the Entrepreneur Success Stories series. With a goal to inspire and motivate entrepreneurs, the Success Stories will feature local Vancouver business professionals as they discuss important aspects of business start-up and what it takes to be in business.

SPONSORSHIP BENEFITS:

- Opportunity to Include logo & ad' in Program Guide
- Projection of logo onto intro presentation screens
- Opportunity to donate prizes
- Exposure to 200 small business owners

B2b EXPO



Date: October 17, 2006
 Time: 10am - 4pm
 Place: Concourse of Waterfront Station

B2b (Business 2 Small Business) Expo – Designed to bridge the resource gap between large and small business, your organization will be promoted and given the opportunity to exhibit your products and services in the heart of Vancouver's downtown business district. Held in Waterfront Station, open to public & free of charge.

SPONSORSHIP BENEFITS:

- Recognition as a B2b Day Sponsor
- Projection of logo onto large screen
- Reserved tradeshow table
- Opportunity to donate prizes
- Exposure to over 35,000 people

SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS

- Contribute to the economic development in BC
- Raise awareness and build your brand recognition to over 350,000 small businesses
 - Build rapport with over 400 government, educational and financial organizations
 - Develop your organization's goodwill with the small business community
- Directly market to your target audience

SPONSORSHIP EXPOSURE

4 Months of exposure!
Sept 06 - Jan 07

- 1 Advertise in major local newspapers
(Province, Vancouver Sun, Georgia Straight)
- 2 Advertise on the SBBC Website
(4000 hits per day)
- 3 Advertise in SBBC's Monthly eNewsletter
(5000 subscribers)
- 4 Send out press releases to regional and local media
(Over 50 Media Contacts)
- 5 Logo in promo materials sent to over 400 organizations across BC
(Government, financial, education and self employment organizations)
- 6 Feature your company within all event Program Guides
(Success Stories Series & BPC Ceremony Program Guides - 400 In total)
- 7 Promote your company at all BPC events
(Success Stories, B2b Expo, Ceremony and more)



Logo here

BPC Webpage



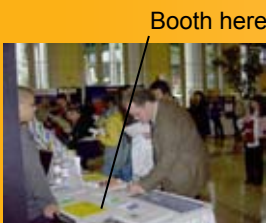
Logo here

SBBC Monthly eNewsletter



Logo here

BPC Promo Materials



Booth here

B2b EXPO



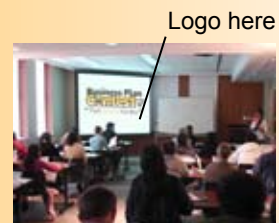
Logo here

BPC Ceremony



Logo here

SBBC Main Entrance



Logo here

BPC Seminars and Events

Gold Sponsor

(Exclusive to two companies)

YOUR RIGHTS & OPPORTUNITY

Recognition as a Gold Sponsor
Welcoming speech at Contest Opening
Opportunity to present 1st or 2nd BPC Winner



At Event Locations:

Exclusivity on directional signage
Priority on all BPC signage
Stand-alone projection of logo onto large screen
Reserved display / promotional booth space

On Print and Media-Based Communications:

Prominent mention in press releases and other media outreach
Program guide ad space: Back Cover & Inside Booklet
Prominent logo placement on program guide
Prominent logo placement on all promotional materials

On Website and Emails:

Logo on all emails related to the BPC
Prominent logo placement on the BPC webpage
Direct link to your corporate webpage
Logo on SBBC's monthly email newsletter (5000 subscribers)

Silver Sponsor

(Exclusive to three companies)

YOUR RIGHTS & OPPORTUNITY

Recognition as a Silver Sponsor
Opportunity to present BPC Award



At Event Locations:

Second priority on all BPC signage
Stand-alone projection of logo onto large screen
Reserved display / promotional booth space

On Print and Media-Based Communications:

Mention in press releases and other media outreach
Program guide ad space: Inside Booklet
Logo placement on program guide
Logo placement on all promotional materials

On Website and Emails:

Logo placement on the BPC webpage
Direct link to your corporate webpage
Logo on SBBC's monthly email newsletter (5000 subscribers)

Bronze Sponsor

(Exclusive to ten companies)

YOUR RIGHTS & OPPORTUNITY

Recognition as a Bronze Sponsor



At Event Locations:

Logo on primary BPC signage
Projection of logo onto large screen
display / promotional booth space (limited)

On Print and Media-Based Communications:

Logo placement on program guide
Logo placement on all promotional materials

On Website and Emails:

Logo placement on the BPC webpage
Direct link to your corporate webpage
Logo on SBBC's monthly email newsletter (5000 subscribers)

4th Annual Business Plan Contest Sponsorship Package



Please Contact for more Information:

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Small Business BC
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www.smallbusinessbc.ca

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"Your Business Resource"



**Thank-you,
to all of last years contributors**

- Royal Bank
- Langara College
- Radiant Communications
- eBC eCommunications
- Women's Enterprise Centre
- Lindsay Kenney LLP
- Self-Counsel Press
- Starbucks
- Cactus Club
- Steamworks Brewery
- Jugo Juice
- CN IMAX Theatre
- H.R. Macmillan Space Centre
- Science World
- Storyeum



Gold Sponsor
\$10,000

Silver Sponsor
\$5,000

Bronze Sponsor
\$1,000

LOGO

Priority Sequence	First Priority	Second Priority	Third Priority
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PROGRAM & EVENT HANDOUTS

Advertisement Layout	Half Page	Quarter Page	
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BPC WEBPAGE

Direct Link	★	★	★
Logo	★	★	★

SBBC eNEWSLETTER

Direct Link	★	★	★
Logo	★	★	★

PROMO & AD MATERIALS

Promo Posters	★	★	★
Promo Cards	★	★	★
Newspaper Advertisements	★	★	

CEREMONY & FEATURED EVENTS

Opening Speech	★		
Award Presentation	★		
Logo on BPC Signage	★	★	★
Tradeshow Booth Area	★	★	
Projection of logo onto screens	First Priority	Second Priority	Third Priority

EVENT CORRESPONDENCE

Logo on event Emails	★	★	
Logo on registration forms	★	★	
Honorable mention in Press Release	★		