

# THE NATIONAL BUSINESS BOOK AWARD



## The National Business Book Award:

**A platform to shout about Canada's brightest business thinkers and entrepreneurs.**

The National Business Book Award has become the most respected business literary award in Canada. The Award offers a platform to shout about Canada's brightest business thinkers and entrepreneurs and to reach C-suite executives, business influencers, thought leaders, academics, authors, young people and the media.

The \$30,000 prize is awarded annually to the author of a Canadian business book selected by an independent jury chaired by Peter Mansbridge.

This year there is an opportunity for a new partner to transform and re-imagine the Award Program and engage new, young and future business leaders.

## Opportunities

There are several opportunities for our partners to make the most of their involvement.

- Exclusive award ceremony (by invitation only) attended by C-suite executives, media, literary and thought leaders where guests mingle with and get to know authors, members of the jury and business leaders in an intimate setting.
- Extensive media outreach and coverage. The NBBA communications cycle is organized around 5 milestones: nominations; jury deliberations; shortlist; award ceremony; and reporting. There have been over 1000 stories in print, digital and broadcast appearing in Canada, the U.S., and internationally.
- Talks and events (hosted by partners) where authors are invited to speak
- Podcasts with authors who share their stories.
- Social media initiated conversations online with business leaders, influencers and key national media personalities.
- Advertising and in-kind media coverage.
- One-on-one relationship-building with the business community.

Detailed information and analytics in these areas are available on request.

# Possibilities

## SUPPORTING PARTNER

**\$25,000 / year**

Three year commitment

- Brand recognition on print, digital and social communications including the NBBA website, advertising, and on social media.
- Host guests at the Award ceremony virtually or in-person depending upon government restrictions.
- Access to Canada's top business media through integrated public relations and social media.
- Introductions to the members of the jury and C-Suite executives in sponsoring organizations.
- Introduction to NBBA authors.

## CO-PRESENTING PARTNER

**\$40,000 / year**

Three year commitment

- Brand recognition on all print and digital platforms.
- Host for the exclusive jury meeting.
- Presentation of the prize to the winner at the Award Ceremony.
- Access to the curated list of best business books.
- Introductions to Canada's best business authors.
- Guests at the Award Ceremony (10 – 20 guests).

## LEAD PARTNER

**\$80,000 / year**

Three to five year commitment

In addition to the benefits of Co-presenting partner, a newly created lead partner role can include new approaches and channels to educate and support fresh thinking in Canadian business.

- Brand recognition as the benefactor of honorariums for the jury
- Creation of a series of NBBA talks to engage the business community, young leaders and business students and provide them with innovative thinking and breakthrough conversations about related to the future of Canadian business.
- Explore ways to connect the NBBA and collaborate with other educational and philanthropic projects you support to reach new audiences.
- Explore the feasibility of having NBBA authors as guest lecturers and panelists at universities and business schools.
- Invite business students to participate in the Award Ceremony.

## TITLE PARTNER

Naming rights are available if you are interested in adding your name to the Award.

We will work with you to align what the NBBA offers and stands for with other causes and programs that are important to you.

- Exclusivity in your business sector.
- Creation of a young luminaries program to encourage and recognize first-time and young authors on business topics. This could be a first book or an essay on a business-related topic.
- Creation of a Master Class in business writing to foster great business writers in the future.
- Expand the community with business conversations through talks and other channels across Canada.
- Host a series of panel discussions and events on business talks with NBBA authors (past and present) and the most pressing business topics throughout the year, rather than just when the winner of the NBBA is announced.
- Create a series of webinars including authors nominated for the NBBA on business topics available to a broad audience of students in business and journalism as well as the established business community.

We are open to your thoughts and suggestions on how the NBBA can add value and collaborate with you.

Thank you for your consideration.

Best regards,  
Peter Mansbridge  
Mary Ann Freedman

