

## 2022 Sponsorship Marketing Awards Categories

### **Regional Award** *(2022 New Category)*

- Awarded to a regional sponsorship program (excluding Toronto) that drove a significant impact.

### **Talent/Ambassador**

- Awarded to a sponsorship program that best leverages talent or an ambassador in sponsorship and activations - may be an athlete, celebrity, media personality, blogger or any other influencer (group or individual).

### **Arts & Culture**

- Awarded to a sponsorship program that leverages an Arts & Culture property for an activation or holistic partnership.

### **Best New Initiative**

- Awarded to a sponsorship program that is in its first year of execution.

### **Purpose Led Sponsorship**

- Awarded to the best purpose-led sponsorship that leverages a philanthropic/charitable property for an activation or holistic partnership.

### **Events and Festivals**

- Awarded to a sponsorship program that leverages an event, anniversary or festival for an activation or holistic partnership.

### **Best New Innovation**

- Awarded to a sponsorship program that leverages new technology and/or digital platforms as a core element of the activation or holistic sponsorship.

### **Music**

- Awarded to a sponsorship program that leverages a music property for an activation or holistic partnership.

### **Sports**

- Awarded to a sponsorship program that leverages a sport property for an activation or holistic partnership.

### **Sustained Success**

- Awarded to a sponsorship program that has demonstrated sustained success (year-over-year growth and results) for three or more years.

### **Diversity, Equity & Inclusion**

- Awarded to a sponsorship program that uses a sponsorship platform to champion diversity, equity, and inclusion.

### **Covid-19 Community Champion**

- Awarded to a sponsorship program that leveraged a sponsorship to respond to the COVID-19 pandemic.
  - The entry will demonstrate how an agency, brand or rights holder adapted to adversity with a strong ethical response making a positive impact toward the common good.
  - The entry fee for this category will be waived for any organization that is not able to pay due to the impact of COVID-19.

### **Property of the Year**

- Awarded to the property that demonstrates exemplary work in the sponsorship industry.

### **Agency of the Year**

- Awarded to the Agency that demonstrates exemplary work in the sponsorship industry.

### **Hall of Fame, Individual**

- Awarded to an individual who has had a major impact on the sponsorship industry in Canada and whose legacy will benefit the industry for years to come.

### **Hall of fame, Program**

- Awarded to a sponsorship program that is deemed to be best in class amongst all all-winning programs and has won gold or best in show three times.