



2006 Ethics in Action Awards

Recognizing Leadership in Corporate Social Responsibility

SPONSORSHIP PROGRAM

Background

The Ethics in Action™ Awards were established in 1994 to honour outstanding leaders in environmentally and socially responsible business in British Columbia.

Initially a small grass-roots celebration, over the past thirteen years, Ethics in Action (EIA) has emerged as a prominent awards event honouring progressive British Columbia's companies from a wide variety of industry sectors across the province. In 2004 and 2005 alone, almost 1000 representatives of large, medium, and small businesses, as well as stakeholders from not-for-profit and governmental agencies, attended the EIA Awards gala at the Fairmont Waterfront Hotel in Vancouver, BC. Each year, the Ethics in Action Awards continue to grow, and to attract new and broader interest in corporate social responsibility (CSR).

The goal of the Ethics in Action Awards is to *educate* and *inspire* leadership in environmentally and socially responsible business management.

To date, more than 70 businesses and business leaders in British Columbia have received Ethics in Action Awards, and dozens more have been honoured as Award finalists. The EIA Awards provide these companies and individuals with opportunities to share their stories about their CSR strategies and to celebrate their success at balancing profit and principles.

Companies with socially responsible practices are experiencing enhanced brand image and reputation, improved financial performance, increased employee retention and customer loyalty, and reduced regulatory oversight. In addition to the satisfaction of being honoured for their outstanding contributions to social and/or environmental leadership, EIA Award recipients have garnered attention from the press, as well as new opportunities and support from suppliers, customers, and stakeholders in their community.

The Ethics in Action Awards reinforce the link between *good business* and the *good* that business can do.

Media advertising and press coverage for the 2005 Ethics in Action Awards and award recipients included The Vancouver Sun, Global TV, BC Business, Shared Vision, Vancouver Board of Trade (Spirit of Vancouver website), The Times Colonist (Victoria), New Tang Dynasty TV and Victoria Times. Corporate news releases and newsletters, as well as professional association newsletters and publications, such as the Vancouver Board of Trade's *Sounding Board* magazine, also published stories and announcements about the event, the finalists and award recipients.

The 2005 Award Categories

In 2006, Ethics in Action awards will be given in four categories:

- **Community Care:**
Honours businesses that have developed innovative and meaningful community partnerships and programs. These firms leverage their business activities in order to strengthen local communities, and they engage not-for-profits and community organizations in order to collectively make a positive impact on society. They help to empower marginalized groups, and provide support through sponsorship, charitable giving, volunteering, and other community initiatives.

- **Environmental Excellence:** Honours businesses that demonstrate leadership and innovation in environmental stewardship through initiatives that minimize the company's environmental impact and/or protect our ecosystems. Programs and policies address land use, pollution control, and remediation or mitigation of the company's environmental impact through cradle-to-grave product stewardship, closed loop operations, and/or environmentally responsible product or service design and management approaches.

- **Overall Leadership:**
Honours businesses that demonstrate outstanding leadership in aligning the core purpose and values of the company with the principles of Corporate Social Responsibility (CSR). Their level of commitment, risk, and innovation is evidence of their leadership in integrating social and environmental responsibility into their business strategy and operations. Their values-based management approach balances their responsibilities to investors, employees, customers, partners, communities and the environment.

- **Individual Impact:**
Honours a leader who champions Corporate Social Responsibility (CSR) in his/her business community, making an outstanding and lasting contribution to CSR initiatives and programs. The individual demonstrates exceptional CSR leadership in corporate governance, employee relations, human rights, customer and community relations, environmental impact, and/or sustainable business management.

With the exception of the Individual Impact category, there are two awards in each category: one for a small to medium-sized business (up to 250 employees) and one for a large corporation (over 250 employees).

The Ethics in Action™ Awards are organized by a volunteer events committee and award recipients are chosen by a volunteer selection committee.

2005 Past Sponsors

2005 Past sponsors of Ethics in Action include: Vancity, Global TV, The Vancouver Sun, Business Objects, The Fairmont Waterfront, Terasen, Spirit of Vancouver, Western Economic Diversification Canada, BC Business, Shared Vision, Workplace Centre for Spiritual & Ethical Development, Ande Axelrod Graphic Design, BC Event Management, Creo, Duke Energy, Level Ground Trading Ltd., Metropolitan Printers, Pro Organics, Raincoast Books, Sharp's Audio-Visual and Windmill Development Group.

TITLE SPONSOR (\$40,000 plus) *

Vancity Credit Union

Recognition & Acknowledgement

The BC Ethics In Action Awards Society is extremely grateful for the support of sponsors that make these awards possible. We provide the following sponsor benefits and recognition:

- Verbal thank you by our event host from the podium at the Ethics in Action Awards evening.
- Framed and labelled photograph of Vancity representatives with the 2006 Ethics In Action Award recipients, suitable for head office display.
- Digital photographs and video clips of the event (provided by CD-Rom), suitable for posting or distribution via intranet, email, website or corporate newsletters to membership.
- Right to use Ethics in Action logo in all your corporate advertising and collateral material during our partnership.
- Other benefits and sponsor promotional opportunities, as negotiated.

Promotional Opportunities

The Vancity Credit Union sponsor acknowledgement will appear everywhere and anywhere that the Ethics in Action awards are publicized, advertised and promoted, including but not limited to the following opportunities:

- Vancity's logo will be the largest and most prominent of the sponsorship logos to appear in all print advertising and all promotional materials.
- All Global TV advertisements promoting the EIA Awards event will state "Presented by Vancity."
- The Ethics in Action website will feature a short profile on Vancity and your role in socially responsible business.
- The Ethics in Action website will provide a hyperlink to Vancity's website.
- Vancity will receive a full-page space in the event program.
- Vancity will appear as name mention in all media releases and other promotional vehicles.

Vancity's logo will also appear:

- In colour on the Ethics in Action homepage and on each subsequent webpage of www.ethicsinaction.com website. Your logo will hyperlink the website visitor to the webpage containing your company profile and contact information.
- On all nomination forms.
- On the banner, signage, multi-media presentations, sponsor appreciation sign and/or other promotional vehicles in the lobby of the hotel the day of the event, VIP room and ballroom at the Awards event.
- On the back cover of the event program.

Participation Opportunities

Your presence and participation at the 2006 Awards will reinforce Vancity's leadership in corporate social responsibility. It will also demonstrate your support for the important vision and mission of the Ethics in Action Awards, and for the business leaders we are honouring in 2006. In this regard, we would welcome your attendance with:

- An invitation for ten (10) individuals to attend the pre-event VIP reception for all Award finalists, members of the Organizing Committee, Selection Committee and other sponsors.
- Premier seating for a table of ten (10) at the Ethics in Action Awards event in October 2006 at a Hotel in Vancouver.
- An invitation for your CEO or designate to present the award of your choice, and/or to make a short speech.
- Opportunities for Vancity to promote your participation in EIA, and encourage ticket sales at your offices and branches.
- Direct exposure and networking opportunities to approximately 500 influential guests representing public, private, and voluntary sector organizations.

*** + GST**

PRESENTING SPONSOR (\$20,000 to \$39,000) *

Recognition & Acknowledgement

The BC Ethics In Action Awards Society is extremely grateful for the support of sponsors that make these awards possible. We provide the following sponsor benefits and recognition:

- Verbal thank you by our event host from the podium at the Ethics in Action Awards evening.
- Framed and labelled photograph of your company's representative(s) with the 2006 Ethics in Action Award recipients, suitable for head office display.
- Digital photographs and video clips of the event (provided by CD-Rom), suitable for posting or distribution via intranet, email, website or corporate newsletters to membership.
- Right to use Ethics in Action logo in all your corporate advertising and collateral material during our partnership.
- Other benefits and sponsor promotional opportunities, as negotiated.

Promotional Opportunities

Your company's logo will appear everywhere and anywhere that the Ethics in Action awards are publicized, advertised and promoted, including but not limited to the following opportunities:

- In all paid advertisements.
- In colour on the Ethics in Action homepage and on each subsequent webpage of www.ethicsinaction.com website. Your logo will hyperlink the website visitor to the webpage containing your company profile and contact information.
- On all nomination forms.
- On the banner signage, multi-media presentations, sponsor appreciation sign and/or other promotional vehicles in the lobby of the hotel, VIP room and ballroom at the Awards event.
- On the back cover of the event program.

Other promotional opportunities:

- Your company will receive a half page space in the event program.
- Your company will receive name mention in all media releases and other promotional vehicles.
- The Ethics in Action website will provide a hyperlink to your company's website.
- Your company has the right to use the Ethics in Action logo on your corporate website to hyperlink to the EIA website.

Participation Opportunities

Your presence and participation at the 2006 Awards will reinforce your leadership in corporate social responsibility. It will also demonstrate your support for the important vision and mission of the Ethics in Action Awards and for the business leaders we are honouring in 2006. In this regard, we welcome your attendance with:

- An invitation for ten (10) individuals to attend the pre-event VIP reception for all Award finalists, members of the Organizing Committee, Selection Committee, and other sponsors.
- Premier seating for a table of ten (10) at the Ethics in Action Awards event in October 2006.
- An invitation for your CEO or designate to present the award of your choice.
- Opportunities to promote your company/organization's participation in the EIA Awards, and encourage ticket sales through your business network.
- Direct exposure and networking opportunities to approximately 500 influential guests presenting public, private and voluntary sector organizations.

* + GST

BUSINESS FRIENDS OF ETHICS IN ACTION (\$10,000 to \$19,000) *

Recognition & Acknowledgement

The BC Ethics In Action Awards Society is extremely grateful for the support of sponsors that make these awards possible. We provide the following sponsor benefits and recognition:

- Verbal thank you by our event host from the podium at the Ethics In Action Awards dinner awards.
- Digital photographs and video clips of the event (provided by CD-Rom), suitable for posting or distribution via intranet, email, website or corporate newsletters to membership..
- Right to use Ethics in Action logo in all your corporate advertising and collateral material during our partnership.
- Other benefits and sponsor promotional opportunities, as negotiated.

Promotional Opportunities

Your company's logo will appear where the Ethics in Action awards are publicized, advertised and promoted including but not limited to the following opportunities:

- In all paid advertisements.
- In colour on the Ethics in Action homepage and on each subsequent webpage of www.ethicsinaction.com website. Your logo will hyperlink the website visitor to the webpage containing your company profile and contact information.
- On all nomination forms.
- On the banner, signage, multi-media and/or other promotional vehicles
- On the sponsor appreciation sign in the lobby of the Hotel, on the day of the event.
- On the back cover of the event program.

Other promotional opportunities:

- Your company will receive a one-third page space in the event program for your corporate logo and profile.
- Your company will receive name mention in all media releases and other promotional vehicles.
- The Ethics in Action website will provide a hyperlink to your company's website.
- Your company has the right to use the Ethics in Action logo on your corporate website to hyperlink to the EIA website.

Participation Opportunities

Your presence and participation at the 2006 Awards will reinforce your leadership in corporate social responsibility. It will also demonstrate your support for the important vision and mission of the Ethics in Action Awards and for the business leaders we are honouring in 2006. In this regard, we welcome your attendance with:

- Invitation for five (5) individuals to attend the pre-event VIP reception for all the finalists, members of the Organizing *Committee, Selection Committee, and other sponsors.
- Premier seating for five (5) guests at the Ethics in Action Awards event in October 2006.
- An invitation for your CEO or designate to present the award of your choice (subject to availability)
- Opportunities to promote your company/organization's participation in the EIA Awards, and encourage ticket sales through your business network.
- Direct exposure and networking opportunities to approximately 500 influential guests representing public, private and voluntary sector organizations.

* + GST

COMMUNITY FRIENDS OF ETHICS IN ACTION (\$5,000 to \$9,000) *

Recognition & Acknowledgement

The BC Ethics In Action Awards Society is extremely grateful for the support of sponsors that make these awards possible. We provide the following sponsor benefits and recognition:

- Digital photographs and video clips of the event (provided by CD-Rom), suitable for posting or distribution via intranet, email, website or corporate newsletters to membership.
- Right to use Ethics in Action logo in all your corporate advertising and collateral material during our partnership.
- Other benefits and sponsor promotional opportunities, as negotiated.

Promotional Opportunities

Your company's logo will appear where the Ethics in Action awards are promoted, including but not limited to the following opportunities:

- In colour on the Ethics in Action homepage, and on each subsequent webpage of www.ethicsinaction.com website.
- Your company's logo will appear on back cover of the awards event program.
- Your company's logo will appear on the sponsor appreciation sign in the lobby of the Hotel, on the day of the event.

Other promotional opportunities:

- Name mention on all Nomination forms.
- Your company's name will be listed on the sponsor appreciation page in the event program.
- The Ethics in Action website will provide a hyperlink to your company's website.
- Your company has the right to use the Ethics in Action logo on your corporate website to hyperlink to the EIA website.

Participation Opportunities

Your presence and participation at the 2006 Awards will reinforce your leadership in corporate social responsibility. It will also demonstrate your support for the important vision and mission of the Ethics in Action Awards and for the business leaders we are honouring in 2006. In this regard, we welcome your attendance with:

- Invitation for two (2) individuals to attend the pre-event sponsorship VIP reception for all the finalists, members of the Organizing Committee, Selection Committee and other sponsors.
- Two (2) complementary tickets the Ethics in Action Awards event in October 2006 in Vancouver.
- Opportunities to promote your company/organization's participation in the EIA Awards, and encourage ticket sales through your business network.
- Direct exposure and networking opportunities to approximately 500 influential guests representing public, private and voluntary sector organizations.

* + GST

SUPPORTERS OF ETHICS IN ACTION (\$1,000 to \$4,000) *

Recognition & Acknowledgement

The BC Ethics In Action Awards Society is extremely grateful for the support of sponsors that make these awards possible. We provide the following sponsor benefits and recognition:

- Digital photographs and video clips of the event (provided by CD-Rom), suitable for posting or distribution via intranet, email, website or corporate newsletters to membership.
- Right to use Ethics in Action logo in all your corporate advertising and collateral material during our partnership.

Promotional Opportunities

Your company will receive name recognition where the Ethics in Action awards are promoted, including but not limited to the following opportunities:

- Your company's name will be listed on the sponsor appreciation page in the event program, and on the back cover
- You company name will appear on the sponsor list on the Ethics in Action homepage and on all subsequent webpages at www.ethicsinaction.com.

Other promotional opportunities:

- On all pages of the Ethics in Action website, your company name will be hyperlinked to your corporate website.
- Your company has the right to use the Ethics in Action logo on your corporate website to link to the EIA website.

Participation Opportunities

Your presence and participation at the 2006 Awards will reinforce your leadership in corporate social responsibility. It will also demonstrate your support for the important vision and mission of the Ethics in Action Awards and for the business leaders we are honouring in 2006. In this regard, we welcome your attendance with:

- Invitation for two (2) individuals to attend the pre-event VIP reception for all Award finalists, members of the Organizing Committee, Selection Committee, and other sponsors.
- Opportunities to promote your company/organization's participation in the EIA Awards, and encourage ticket sales through your business network.
- Direct exposure and networking opportunities to approximately 500 influential guests representing public, private and voluntary sector organizations.

* + GST