

SUNSHINE COAST

PEOPLE'S
CHOICE
AWARDS



2024

2024 SUNSHINE COAST
PEOPLE'S CHOICE AWARDS

SPONSORSHIP OPPORTUNITIES



INTRODUCTION

The fourth annual Sunshine Coast People's Choice Awards (SCPCAs) are proudly presented by the Sunshine Coast Chamber of Commerce and the Coast Reporter.

The 2024 People's Choice Awards will put the spotlight on the variety of amazing local businesses we have here on the coast, celebrate and promote positive stories of community building and economic brilliance, and create a fun and inclusive online event aimed at bringing our community together.

MORE INFO WWW.SCBRC.CA/COASTYOUR VOTE ▶

COAST *YOUR* VOTE



ABOUT THE CAMPAIGN

The Sunshine Coast People's Choice Awards have succeeded in capturing the attention of Sunshine Coast residents and business owners alike. In 2024, over 5500 participants voted for over 750 local businesses across 129 different categories, and 1st place winners received their awards at a sold out gala event at the Gibsons Public Market. The positive response for this campaign has exceeded our expectations, and we are proud to have come together to create a new way to celebrate the unique, vibrant and resilient local business community that plays a vital role in making the Sunshine Coast such a special place.

This year we will have a two week community-driven nomination period during the month of May, an 8-week summer voting period accompanied by an exciting 'Coast your Vote' marketing campaign, and winners will be presented their locally made awards at gala event to be held in late October.

COAST *YOUR* VOTE



HOW IT WORKS

- Nominations will be open for two weeks during the month of May on the SCBRC's 'Coast your Vote' webpage.
- The 10 local businesses in each category with the most nominations will move forward to the voting round.
- Voting will be done on the Coast Reporters website over an 8-week period in July and August, 2024.
- The top three businesses that received the most votes in each of the categories will become the 1st, 2nd and 3rd place winners.
- The winners will be announced in October, 2024 in a special feature from the Coast Reporter.
- The winners will be presented their awards at the Sunshine Coast People's Choice Awards Gala held in late October, 2024.

COAST *YOUR* VOTE



WHERE DOES YOUR MONEY GO?

Your sponsorship will help to make this campaign special for all our local businesses! Your dollars will go towards:

- Wooden awards to be presented to winning businesses - awards are made locally, from locally sourced wood.
- Creation of a Digital Marketing Kit for local businesses to promote themselves throughout the campaign.
- Digital and print advertising to promote the campaign throughout the spring and summer.
- Sunshine Coast People's Choice Awards Gala Event.

COAST YOUR VOTE



SPONSORSHIP LEVELS

	Community Leader \$5000	Industry Champion \$2500	Local Business \$1000
Award Feature Recognition on all 1st place awards: your logo included on 129 wooden awards	✓		
Event Feature Recognition at awards presentation event: verbal recognition and signage spots available	✓	✓	
Premium Print Advertizing Recognition in print advertizing: your logo included on posters, 8 weekly full page Coast Reporter ads and special edition feature	✓	✓	
Standard Print Advertizing Recognition in print advertizing: your business name included on posters, 8 weekly full page Coast Reporter ads and your logo included in special edition feature	✓	✓	✓
Website Advertizing Recognition on Coast Reporter and SCBRC websites: your logo included	✓	✓	✓
Social Advertizing Recognition on chamber social media channels and newsletter: your logo included	✓	✓	✓

COAST *YOUR* VOTE



HOW TO GET INVOLVED

The Sunshine Coast People's Choice Awards are a celebration of business and entrepreneurial excellence here on the Sunshine Coast. To learn more about how your organization can get involved in this exciting campaign, please contact:

Ed Pednaud
Manager Merger Integration
Sunshine Coast Chamber of Commerce
info@sunshinecoastchamber.ca
604-989-1633

MORE INFO WWW.SCBRC.CA/COASTYOURVOTE ►

COAST *YOUR* VOTE