

Be a Sponsor of the 2021 Webster Awards

Journalists tell stories. They uncover the truth and inform British Columbians about what matters.

As we witness the struggle around the world to protect and nurture a free and independent press, we are faced with the challenge of addressing a fundamental question: How do we protect and nurture journalism here at home?

We need you. By sponsoring and supporting the Webster Awards, you'll be making sure that the bar is set high for online, print, radio and TV media, ensuring that we have a community where trusted outstanding journalism thrives. The truth is out there.

Journalists want to find it, uncover it. British Columbians want to know: What is the truth? What is fact? What is fiction? With your sponsorship support, you can make sure this happens.



WEBSTER
AWARDS



Sponsorship Opportunities 2021

Have an engaging idea of how you'd like your organization profiled in front of our audiences? We'd be happy to customize an opportunity/benefit.

Supporting Excellence - Your organization will be recognized for supporting the vital role journalism plays in our lives.

Brand Recognition - You will be showcased, from signing until the end of January the following year, throughout the province to corporate, government and community decision makers plus the media across BC.

Benefits - Logo/recognition:	Presenting Sponsors \$8,500	Supporting Sponsors \$5,000	Virtual Table Supporters \$2,000
SPECIAL FEATURE Production of a 30 second video featuring a spokesperson from your organization aired during the award event broadcast	W		
In the Foundation's e-signature	W	W	
On call for submission emails sent to journalists across BC	W	W	
On the Foundation's website (sponsor page, home page)	W	W	W
On the online awards event page	W	W	W
On invitations to the event	W	W	
In event advertising (print/online ads)	W	W	
In an intensive social media campaign (Facebook + Twitter)	W	W	
On event marketing materials sent province-wide	W	W	
On awards news releases sent Canada-wide	W	W	W
During the online event, verbal introduction and on-screen logo representation	W	W	W

Annual Awards Event – Fall 2021

You will be front and centre before, during and after the 2021 annual event. In 2020 the online Webster Awards were recognised by many “the best online awards show I’ve seen!” 1,000-plus people viewed the show and many engaged in the simultaneous live chat. You can view the 2020 Webster Awards here: <https://www.ohboy.ca/webster-awards>.

Why Support the Websters?

Your support makes these awards happen and provides a reward to journalists at a time when accurate, insightful information is more important than ever. Excellence in journalism deserves to be recognized and honoured, and a Webster is a coveted award that boosts journalists’ careers and encourages them to continue pursuing their profession despite formidable challenges.

Please help us and be a partner in supporting the media tell stories that lead to thoughtful dialogue, spark change, and transform the very way we look at the world.

For Further Information

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