

Be a sponsor of the newly *re-imagined* Webster Awards 2022

This year join us as we present a **hybrid in-person** and **online event** to celebrate excellence in journalism.



The annual Webster Awards have been an anticipated event for the journalism community and businesses and organizations across British Columbia. This year, in 2022 for the 36th annual awards we're taking a different approach to honouring the best in BC journalism.

Join us as a sponsor and rub elbows with the media and business elite of B.C. at an in-person, stand-up cocktail and canape reception to announce the three finalists in each award category (date TBA after Labour Day) and then later in the fall (date TBA) enjoy the online Webster Awards where you will be highlighted as a partner in supporting the media to tell stories that lead to thoughtful dialogue, spark change, and transform the very way British Columbians look at the world.



WEBSTER
AWARDS

Sponsorship Opportunities 2022

Be recognized as supporting a community where trusted and outstanding journalism thrives.

Benefits - Logo/recognition:	Presenting Sponsors \$8,500	Supporting Sponsors \$5,000	Virtual Table Supporters \$2,000
<i>SPECIAL FEATURE</i> 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	
At the 600 plus in-person event, verbal introduction + on-screen representation	W	W	W
Complimentary tickets to the in-person event	10 tickets	6 tickets	2 tickets
On awards news releases sent Canada-wide	W	W	
During the online event, verbal introduction and on-screen logo representation	W	W	W

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 March the following year, throughout the province to corporate, government and community decision makers plus the media across BC.

Annual Awards Events – Fall 2022

In-person reception event & online Webster Awards

You will be front and centre before, during and after the 2022 Webster Awards finalists announcement reception, and the online Webster Awards. Join 600 – 1,000 people at the in-person reception as anticipation builds and the 3 finalists in each of the 14 categories will be announced. Then later in the fall join the thousands of people who watch the online Webster Awards, recognised by many as “the best online awards show I've seen” produced by the distinguished video production agency Oh Boy Productions. You can view the 2021 online Webster Awards at 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.

For Further Information

Janet Mitchell, Executive Director
Jack Webster Foundation
T. 604-603-4218 | Email: info@jackwebster.com
Website: www.jackwebster.com