

Supply Change



Letter from the President and CEO

JP Gladu, President and CEO
Canadian Council
for Aboriginal Business

2017-2018 was a momentous year for CCAB and indeed, the entire Aboriginal business community. We continue to see real efforts towards engagement by corporate Canada, and CCAB remains proud of our continued role in facilitating these relationships.

Our recent Aboriginal Procurement Initiative aims to increase access to Canada's supply chains for Aboriginal Businesses. Our goal at the beginning of 2018 was to sign on 15 corporate partners as Aboriginal Procurement Champions, and I am thrilled to announce that as of writing this letter, we have 39 confirmed champions.

The pedigree and stature of our procurement partners is a testament to the burgeoning landscape that is the Aboriginal marketplace.

Our Progressive Aboriginal Relations (PAR) program continues to raise the bar for effective Aboriginal engagement and accountability across corporate Canada, by the end of 2019, we expect to surpass 200 PAR registered companies.

Our Certified Aboriginal Business (CAB) companies have access to a state-of-the-art online Aboriginal Procurement Marketing Place platform and we look forward to offering even more services and opportunities to our member companies through our constantly evolving and growing Tools and Financing for Aboriginal Business (TFAB) program. There has never been a better time to become a CAB member company of CCAB. Through CCAB's Aboriginal Procurement Marketplace, we have the ability to offer exclusive access to corporate Canada's supply chains.

I have been across the country in the past six years, from coast to coast to coast, four or five times over, and the one thing I keep hearing in every community is a resounding call for increased access to supply chains, and increased engagement with our continually growing number of Aboriginal businesses. That is why we at CCAB are focused on these priorities and will be delivering on these needs in the months and years ahead.

Now is the time to jump aboard, as we are experiencing record growth and embarking on ground-breaking initiatives that will work to reshape the entire landscape of the Canadian economy. If you want to be in on the ground-floor, become a member of CCAB today, and help us work towards Economic Reconciliation that truly supports equitable sustainable prosperity for our communities. With your support today, we can help change tomorrow.

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About the Canadian Council for Aboriginal Business (CCAB)

CCAB builds bridges between Aboriginal and non-Aboriginal peoples, businesses, and communities through diverse programming, providing tools, research, training, network building, major business awards, and national events.

AWARDS

Aboriginal businesses and communities hold a central role in the future of Canada. CCAB presents awards that facilitate the growth of Aboriginal business, connects Aboriginal and non-Aboriginal businesses, and ensures life-long learning for Aboriginal entrepreneurs, and other Canadian business leaders. Celebrating Aboriginal business success from the Aboriginal Business Hall of Fame (ABHF) Lifetime Achievement Award and the Aboriginal Youth Entrepreneur of the Year Award is key to informing all Canadians that change is happening. The Aboriginal Economic Development Corporation Award celebrates strengthening prosperity and opportunity while the Award for Excellence in Aboriginal Relations recognizes the work of any individual in Canada who has made a contribution towards enhancing relationships between Aboriginal peoples and Canadian society. The newly created Indigenous Women in Leadership (IWIL) Award celebrates successful, accomplished committed Indigenous women and the leadership they have championed.

EVENTS

CCAB prides itself on organizing unforgettable events that inspire and motivate. CCAB events like our annual Aboriginal Economic Development Conference and Awards Gala provides attendees with opportunities to share ideas, network, and interact with peers, colleagues and Aboriginal business leaders. Through our events, participants share practical business experiences and explore solutions to the challenges

faced by today's Aboriginal and non-Aboriginal business leaders. By contributing to a national conversation about the Aboriginal economy in Canada, the CCAB regards itself and these events as a force for positive change.

Events are one of the main sources of revenue for the CCAB. Event sponsorship contributes to our day-to-day operations, enabling us to deliver quality programs and platforms that offer potential business opportunities, knowledge sharing, and further mutual understanding between Canadian businesses and Aboriginal entrepreneurs and communities.

GOVERNANCE

The Canadian Council for Aboriginal Business is governed by a national, voluntary Board of Directors representing CCAB Patrons, Aboriginal business members, and other senior industry leaders. CCAB is administered by a dynamic team in Toronto, Ontario.

MEMBERSHIP

A thriving membership is central to CCAB's mandate. By building relationships between Aboriginal and non-Aboriginal businesses and communities, CCAB helps to foster an equitable and sustainable economy across Canada.

PROGRAMS

CCAB positions Aboriginal business at the focal point for strengthening Aboriginal communities, promoting progressive and prosperous relationships, and growing a new economy based on mutual respect and shared prosperity.

CCAB provides an array of business development offerings, including a Certified Aboriginal Business (CAB) designation and a Progressive Aboriginal Relations (PAR) program. Tools and Financing for Aboriginal Business (TFAB) connects Aboriginal entrepreneurs with tools, training, and networks to strengthen and scale their businesses.

RESEARCH

CCAB research gives Aboriginal people and business owners, Canada's government, corporate and academic communities insight into the state of Canada's emerging Aboriginal economy.

CCAB commissions and publishes regular reports to serve its members and enhance their ability to do business wisely. By staying current and continuously expanding shared findings and understanding, CCAB supports its membership in approaching the business landscape in an informed manner.

SPONSORSHIP

Our sponsors make our work possible! Thanks to sponsor contributions, CCAB continues to deliver quality programs, provide platforms for knowledge sharing, and foster potential business opportunities between Canadian business and Aboriginal entrepreneurs and communities. Become a sponsor and join the new economic landscape that is Aboriginal business.

Membership

WHY BECOME A CCAB MEMBER

The Canadian Council for Aboriginal Business (CCAB) is a national, non-partisan, member-based organization. Our membership is comprised of both Aboriginal and non-Aboriginal companies operating in Canada. The size of these companies ranges between entrepreneurs with less than 20 employees to companies with more than 10,000 employees.

- 1. Learn.** CCAB programs provide skills development, training, mentorship, and networks. Our CCAB business events create opportunities to share best practices and fresh ideas.
- 2. Build.** CCAB membership and our Certified Aboriginal Business (CAB) designation helps our members build consumer confidence in their products or services. Our Progressive Aboriginal Relations (PAR) Program assists Canadian businesses in building positive Aboriginal relationships.
- 3. Network.** At CCAB events, our members can gain access to and build relationships with new customers, decision makers, and a strong network of successful businesses from across Canada.

- 4. Leverage.** CCAB members enjoy discounts on all CCAB events and access to programs, tools and research.

MEMBER CATEGORIES

ABM	Aboriginal Business Member 20 employees or less
ABM+	Aboriginal Business Member Plus 21 employees and/or community-owned Aboriginal economic development corporations (AEDCs)
SBEM	Small Business Enterprise Member 5 employees or less or non-profit organizations/charities
BM	Business Member 6 employees to 2,499 employees
BM+	Business Member Plus 2,500 employees to 4,999 employees
PM	Partner Member 5,000 employees 9,999 employees
PM+	Partner Member Plus More than 10,000 employees
PATRON	Patron Member Unlimited employees

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Becoming a CAB member within the CCAB has been one of the most rewarding and beneficial decisions I have made for my business. The ability to collaborate with our members and to participate in procurement and supply chain opportunities have made a real difference to the growth and direction of our organization. With each additional member our community becomes stronger and more diverse. Looking at where we are at today and where we will be at in the future there is much to get excited about. Now is a great time to take the step and become involved.

David Bell, President, Elevate Group of Companies
Edmonton AB – Certified Aboriginal Business

”

Membership Levels

MEMBERSHIP BENEFITS & ANNUAL FEES	ABM* \$350	ABM+* \$1,000	SBEM \$1,000	BM \$2,500	BM+ \$5,000	PM** \$7,500	PM+** \$10,000	PATRON*** \$25,000
VISIBILITY & RECOGNITION								
Website listing in the Member Directory	•	•	•	•	•	•	•	•
Website platform for Members to share their success stories	•	•	•	•	•	•	•	•
Annual Report	•	•	•	•	•	•	•	•
Advertising opportunities – CCAB Aboriginal Business Report magazine	•	•	•	•	•	•	•	•
List tools and services on Tools and Financing for Aboriginal Business (TFAB) platform	•	•	•	•	•	•	•	•
Social Media & CCAB e-news recognition	•	•	•	•	•	•	•	•
ACCESS TO EXCEPTIONAL PROGRAMS								
Progressive Aboriginal Relations (PAR)	•	•	•	•	•	•	•	•
Tools and Financing for Aboriginal Business (TFAB)	•	•	•	•	•	•	•	•
DISCOUNTED RATES FOR ABORIGINAL MEMBERS								
Procurement Tool	•	•						
DISCOUNTED RATES FOR CCAB EVENTS								
Galas (Toronto, Calgary and Vancouver)	•	•	•	•	•	•	•	•
Indigenous Women in Leadership (IWIL)	•	•	•	•	•	•	•	•
Aboriginal Economic Development Conference (AEDC)	•	•	•	•	•	•	•	•
FREE EVENTS FOR MEMBERS								
TFAB Networking Events	•	•	•	•	•	•	•	•
Business Skills Development Webinars	•	•	•	•	•	•	•	•
Member Receptions	•	•	•	•	•	•	•	•
RESEARCH								
Participation in CCAB research projects & roundtables	•	•	•	•	•	•	•	•

Discounted Member Rates for CCAB Events

*Aboriginal Business Member Rates

- Galas - Maximum of two (2) tickets purchased at the ABM rate, limited availability. All remaining tickets must be purchased at the Business Member rate.

**Complimentary Benefits for Partner Member & Partner Member Plus categories:

- AEDC - 2 complimentary tickets
- IWIL - 2 complimentary tickets

***Complimentary Benefits for Patron Member categories:

- Toronto, Calgary or Vancouver Gala - 1 complimentary well-placed table of ten
- AEDC - 2 complimentary tickets
- IWIL - 2 complimentary tickets
- Prominent logo Recognition in all event programs
- Prominent logo Recognition in CCAB staff email signatures
- First opportunity to sponsor CCAB events, programs and research
- Logo recognition in all CCAB staff email signatures

WHAT IS A PATRON

CCAB Patrons are the innovators who have made the commitment to bridging the gaps between Aboriginal–owned businesses, Aboriginal, Economic Development Corporations, and corporate Canada.

2019 Patron Membership - Annual Fee - \$25,000

Benefits include:

- one complimentary well-placed table of ten (10) at either the Toronto Gala, Calgary Gala or Vancouver Gala.
- two complimentary tickets to the Aboriginal Economic Development Conference (AEDC);
- two complimentary tickets to the Indigenous Women in Leadership Award (IWIL).
- logo Recognition in all Gala programs.
- logo Recognition in the Aboriginal Economic Development Conference.
- prominent logo recognition on CCAB website, annual report, e-newsletter, and staff email signatures.
- first opportunity to sponsor CCAB events, programs, and research.

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CCAB’s tremendous commitment to build capacity and create opportunity for Indigenous-owned businesses is one RBC is proud to stand behind. We are honoured to partner with CCAB in working toward positive change and progress by supporting priorities integral to Indigenous economic development. At RBC, we are unwavering in our determination to progress as a bank that stands for Indigenous inclusion and prosperity – now, and for all generations to come.

Dale Sturges, National Director
RBC Indigenous Financial Services Group

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THANK YOU TO OUR PATRON MEMBERS

CCAB would like to thank our Patron Members
for their generous and continued support:



Supply Change

Supply Chains Supply Change

The Aboriginal Procurement Strategy was developed following a Canada-wide survey of Aboriginal and non-Aboriginal businesses conducted by CCAB in partnership with Environics Research. The survey showed intense mutual interest in improving and facilitation procurement opportunities as another key element of economic reconciliation.

CCAB's Aboriginal Procurement Strategy aims to develop both the largest membership in Canada of corporations committed to Aboriginal procurement and the largest online directory of Certified Aboriginal Businesses:

- Increase private sector and all levels of government engagement in Aboriginal procurement among senior leaders and procurement officers.

- Increase Aboriginal participation in the supply chains of Canadian corporations and governments.
- Enhance the capacity and profitability of Aboriginal businesses.
- Create a forum for sharing Aboriginal procurement best practices.
- Eliminate barriers that Aboriginal businesses face when engaging in corporate and government supply chains.

The Aboriginal Procurement Strategy is comprised of various pillars including:

1. Aboriginal Procurement Champions
2. Certified Aboriginal Businesses (CAB)
3. Aboriginal Procurement Marketplace

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Fisher Powerline Construction is pleased and grateful for our membership with CCAB. As a Certified Aboriginal Business and a Procurement Champion, we fully understand the need to not just participate in the Supply Change movement but rather to be leaders in the initiative. The support and growth of Aboriginal businesses provide direct benefits to First Nations through employment and financial support.

The Supply Change initiative by the CCAB provides all businesses with the road map to drive effective and consistent business policies, that will drive the benefits to Aboriginal businesses and ultimately to all of Canada's First Nations.

Malcolm Hepburn, Business Development Manager
Fisher Powerline Construction

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Aboriginal Procurement CHAMPION

The Aboriginal Procurement Champions are a high-profile group of corporations and government entities making public commitments to procure more from Aboriginal businesses within their own supply chains as well as those of their prime suppliers. The Champions are actively engaged in promoting the inclusion of Aboriginal businesses within the supply chains of their peers in addition to encouraging Aboriginal-owned businesses to become Certified

Aboriginal Businesses. The group is co-chaired by JP Gladu, President and CEO, CCAB and Mark Little, Chief Operating Officer, Suncor.

For more information on how to become an Aboriginal Procurement Champion, please visit www.supplychange.ca

CERTIFIED Aboriginal Business

The Certified Aboriginal Business (CAB) designation provides organizations and communities with the assurance that Aboriginal procurement opportunities are going to businesses who have been independently pre-certified as at least 51% Aboriginal owned and controlled. Research found that 82% of corporate respondents regard CCAB's CAB designation useful for enhancing Aboriginal procurement outcomes.

To learn more and become a Certified Aboriginal Business, please refer to the CAB section in this package.

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Canada's Indigenous entrepreneurs have proven time and time again they have the skills, talent and innovative spirit needed to thrive in business.

The capability and diversity of Aboriginal businesses is outstanding and continues to grow. Encouraging greater Indigenous participation in supply chains is not only the right thing to do, it's smart business.

Mark Little

Chief operating officer, Suncor,
and co-chair of CCAB's Aboriginal
Procurement Initiative

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Aboriginal Procurement MARKETPLACE

The Aboriginal Procurement Marketplace is an online portal that acts as a two-way directory between CCAB Certified Aboriginal Businesses (CAB) and Procurement representatives from Aboriginal Procurement Champions. All CAB companies have a marketing profile that can be searched by our Champion companies when they are looking to go out to market on bids. In turn, each Champion has provided an internal procurement representative that is identified in the marketplace for CAB's

to reach out to. One of the key elements of the portal is that Champions are able to post mid-level procurement opportunities to connect Aboriginal businesses to opportunities that aren't available on conventional procurement platforms. The Marketplace also acts as a business hub where CABs can communicate amongst themselves or utilize each other within their own supply chains.



Events and Sponsorship

BECOME AN EVENT SPONSOR

Events are one of the main sources of revenue for the Canadian Council for Aboriginal Business. Sponsorship of events contribute to CCAB's day-to-day operations. Sponsorship enables CCAB to deliver quality programs and provide platforms for discussion, knowledge sharing, understanding and potential business opportunities between Canadian businesses and Aboriginal entrepreneurs and communities.

CCAB prides itself in organizing unforgettable events that inspire and motivate. Our annual Aboriginal Economic Development Conference and Awards Galas provide attendees with opportunities to share ideas, network, and interact with peers, colleagues and Aboriginal business leaders.

Through our events, participants share practical business experiences and explore solutions to the challenges faced by today's Aboriginal and non-Aboriginal business leaders. By contributing to the national conversation about the Aboriginal economy, CCAB events are a force for positive change in Canada.

WHY SPONSOR CCAB EVENTS



- CCAB provides your company exposure to events that attract 400+ delegates.
- CCAB events create networking opportunities with Aboriginal peoples and businesses across Canada.
- Supported CCAB events build prosperity in Aboriginal communities.

For more information on CCAB Sponsorship & Events visit www.ccab.com/events.

2019 EVENTS AT A GLANCE

DATE	EVENT	CITY	VENUE LOCATION	TOPIC
Tuesday January 29	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Toronto	Westin Harbour Castle	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker.
Tuesday January 29	Toronto Gala	Toronto	Westin Harbour Castle	The Annual Toronto Gala honours and celebrates the 2019 Aboriginal Business Hall of Fame inductees: <ul style="list-style-type: none"> • Lifetime Achievement Award • Nation Youth Aboriginal Entrepreneur Award
Tuesday April 16	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Toronto	Design Exchange	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker.
Tuesday April 16	Indigenous Women in Leadership (IWIL) Award	Toronto	Design Exchange	The Indigenous Women in Leadership (IWIL) Award celebrates successful, accomplished and committed Indigenous women. IWIL is nationally recognized and serves as a platform to the future. Award recipients champion as role models for young Indigenous women.
Wednesday May 8	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Calgary	The Westin Calgary	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker.
Thursday May 9	Aboriginal Economic Development Conference (AEDC)	Calgary	The Westin Calgary	The 2019 CCAB Aboriginal Economic Development Conference focuses on topic discussions on the Aboriginal Procurement Marketplace with engaging keynote presentations and panel discussions relating to challenges, opportunities and best practices for the future.
Thursday May 9	Calgary Gala	Calgary	The Westin Calgary	The Annual Calgary Gala honours and celebrates the achievements of the Aboriginal Economic Development Corporation Award.
June (TBC)	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Saskatoon	TBD	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker.
September 26	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Richmond	River Rock Casino Resort	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features an incredible keynote speaker.
September 26	PAR Luncheon	Richmond	River Rock Casino Resort	Bringing together PAR Thought Leader companies committed to promoting and developing partnerships with, and investing in, Aboriginal business and communities.
September 26	Vancouver Gala	Richmond	River Rock Casino Resort	The Annual Vancouver Gala celebrates and honours the recipient of the Award for Excellence in Aboriginal Relations as well as recognize the CCAB Progressive Aboriginal Relations (PAR) certified and committed companies.
October (TBC)	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Montreal	TBD	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker.
November (TBC)	Tools and Financing for Aboriginal Business (TFAB) Networking Event	Halifax	TBD	Our TFAB program's networking events create a space for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker.

2019 GALAS

DATE	VENUE, LOCATION	TOPIC	LEAD SPONSOR	AWARD SPONSOR	AWARDS
TORONTO GALA					
January 29	Westin Harbour Castle, Toronto	<p>The Annual Toronto Gala honours and celebrates the Aboriginal Business Hall of Fame inductees:</p> <ul style="list-style-type: none"> • Lifetime Achievement Award • National Youth Aboriginal Entrepreneur Award 	 Innovation at work	<p>The awards are founded and exclusively sponsored by ESS Support Services Worldwide, a division of Compass Group.</p>  Support Services Worldwide	<p>Aboriginal Business HALL OF FAME</p>  <p>Aboriginal Business HALL OF FAME</p> 
CALGARY GALA					
May 9	Westin Calgary, Calgary	<p>The Annual Calgary Gala honours and celebrates the achievements of the Aboriginal Economic Development Corporation Award recipient</p>	 QUALITY OF LIFE SERVICES	<p>The award is founded and exclusively sponsored by Sodexo Canada.</p>  QUALITY OF LIFE SERVICES	<p>Aboriginal Business A W A R D</p> 
VANCOUVER GALA					
September 26	River Rock Casino Resort, Richmond	<p>The Annual Vancouver Gala celebrates and honours the recipient of the Award for Excellence in Aboriginal Relations and recognize CCAB Progressive Aboriginal Relations (PAR) certified and committed companies</p>			<p>Aboriginal Business A W A R D</p> 



2019 GALAS – SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	LEAD	SUPPORTING	NETWORKING RECEPTION	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	\$25,500	\$12,500	\$10,500	\$4,500	\$2,500	\$2,000
Availability	1	Unlimited	1	Unlimited	1	Unlimited
BENEFITS						
Sponsor logo on event webpage	Most prominent	2nd most prominent	•	•	•	•
Sponsor logo included in CCAB event marketing materials	Most prominent	2nd most prominent	•	•	•	•
Sponsor logo on e-newsletters and e-event reminders	Most prominent	2nd most prominent	•	•	•	•
Sponsor Logo in CCAB Aboriginal Business Report – 3000 distribution	Most prominent	2nd most prominent	•	•	•	•
Exclusive opportunity to address Gala attendees	•	Vancouver Gala Only. Must be a PAR Company				
Sponsor logo on cover of Gala program	•					
Gala program ad	1 page	½ page	¼ page			
Sponsor logo in Gala program	Most prominent	2nd most prominent	•	•	Name listing (no logo)	Name listing (no logo)
Sponsor logo on event signage	Most prominent	2nd most prominent	•	•	Name listing (no logo)	Name listing (no logo)
Sponsor logo on table cards	Most prominent	2nd most prominent	•			
Sponsor logo on cocktail napkins			•			
Sponsor logo on coat check tickets					•	
Sponsor logo on coat check signage					•	
Sponsor logo on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	•	Name listing (no logo)	Name listing (no logo)
Recognition by master of ceremonies from podium	•	•	•	•	•	•
Social media mentions – Min. 2	•	•	•	•	•	•
Complimentary Gala tickets	1 table (10 tickets)	5 tickets	3 tickets	1 ticket		
VIP Reception tickets (private event)	10 tickets	5 tickets	3 tickets	1 ticket		



2019 INDIGENOUS WOMEN IN LEADERSHIP AWARD (IWIL)

DATE: April 16, 2019

LOCATION: Design Exchange, Toronto

The CCAB Indigenous Women in Leadership Award celebrates successful, accomplished, committed Indigenous women. IWIL is nationally recognized and serves as a platform to the future. Award recipients champion as role models for young Indigenous women.

Aboriginal Business
A W A R D



LEAD SPONSOR:

Barry and Laurie Green
Family Charitable Trust

AWARD SPONSOR:



*Roberta Jamieson, O.C., I.P.C., LL.B., LL.D. (Hon),
Indspire President & CEO*

2018 Indigenous Women in Leadership Award recipient

INDIGENOUS WOMEN IN LEADERSHIP AWARD KEYNOTE AND RECEPTION SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	LEAD	NETWORKING RECEPTION	SUPPORTING	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	\$25,500	\$12,500	\$10,000	\$4,500	\$2,500	\$2,000
Availability	1	1	Unlimited	Unlimited	1	Unlimited
BENEFITS						
Sponsor logo on event webpage	Most prominent	2nd most prominent	•	•	•	•
Sponsor logo included in CCAB event marketing materials	Most prominent	2nd most prominent	•	•	•	•
Exclusive opportunity to address keynote attendees	•					
Sponsor logo on cover of keynote program	•					
Gala program ad	1 page	½ page	¼ page			
Sponsor logo in Gala program	Most prominent	2nd most prominent	•	•	Name listing (no logo)	Name listing (no logo)
Sponsor logo on event signage	Most prominent	2nd most prominent	•	•	Name listing (no logo)	Name listing (no logo)
Sponsor logo on table cards	Most prominent	2nd most prominent	•			
Sponsor logo on cocktail napkins		•				
Sponsor logo on coat check tickets					•	
Sponsor logo on coat check signage					•	
Sponsor logo on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	•	Name listing (no logo)	Name listing (no logo)
Recognition by master of ceremonies from podium	•	•	•	•	•	•
Social media mentions	•	•	•	•	•	•
Complimentary event tickets	5 tickets	3 tickets	2 tickets	1 ticket		



2015



2016



2017



2018

2019 ABORIGINAL ECONOMIC DEVELOPMENT CONFERENCE (AEDC)

DATE: May 9, 2019

LOCATION: The Westin Calgary

The 2019 CCAB Aboriginal Economic Development Conference focuses on topic discussions on the Aboriginal Procurement Marketplace with engaging keynote presentations and panel discussions relating to challenges, opportunities and best practices for the future.

This year's conference assists in building and expanding the Aboriginal Procurement Marketplace – increase procurement opportunities, ease of access to procurement bids, direct contact between Procurement Champions and CABs.

LEAD SPONSOR:



ABORIGINAL ECONOMIC DEVELOPMENT CONFERENCE SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	LEAD	MORNING SESSION LEAD	AFTERNOON SESSION LEAD	BREAKFAST SPONSOR	LUNCH SPONSOR	SUPPORTING	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	\$25,500	\$15,000	\$15,000	\$10,000	\$10,000	\$7,500	\$4,500	\$2,500	\$2,000
Availability	1	1	1	1	1	Unlimited	Unlimited	1	Unlimited
BENEFITS									
Sponsor logo on event webpage	Most prominent	•	•	•	•	•	•	Name listing*	Name listing (no logo)
Sponsor logo included in CCAB event marketing materials	Most prominent	•	•	•	•	•	•	Name listing	Name listing (no logo)
Opportunity to address keynote attendees	Morning and Afternoon	Morning only	Afternoon only	Breakfast only	Lunch only				
Sponsor logo on cover of AEDC program	•								
AEDC program ad	1 page	½ page	½ page	½ page	½ page	¼ page			
Sponsor logo in AEDC program	Most prominent	•	•	•	•	•	•	Name listing	Name listing (no logo)
Sponsor logo on event signage	Most prominent	•	•	•	•	•	•	Name listing	Name listing (no logo)
Sponsor logo signage pertaining to level	•	•	•	•	•				
Sponsor logo on table cards	•								
Sponsor logo on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	Dedicated slide	Dedicated slide	•	•	•	•
Sponsor logo on name badge	•	•	•						
Recognition by master of ceremonies from podium	•	•	•	•	•	•	•	•	•
Sponsor logo on coat check ticket								•	
Sponsor logo on coat check signage								•	
Social media mentions	•	•	•	•	•	•	•	•	•
Complimentary AEDC tickets	1 table (8 tickets)	5 tickets	5 tickets	4 tickets	4 tickets	3 tickets	2 tickets		

PAR LUNCHEON

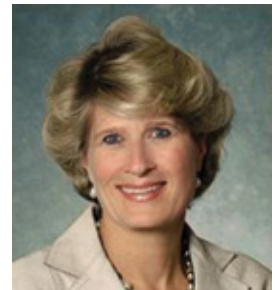
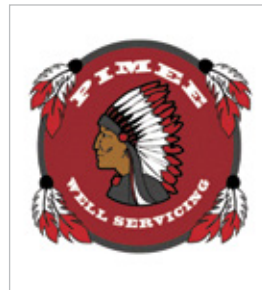
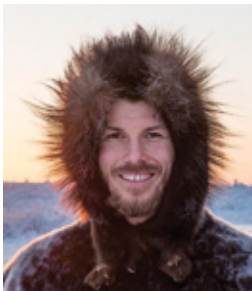
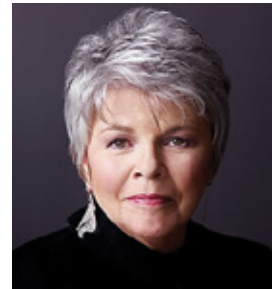
The annual Progressive Aboriginal Relations (PAR) luncheon brings together participating PAR companies to share best practices and what they have learned from participation in the PAR program. Leading practices by PAR companies are presented on the four performance areas in the PAR reporting framework – Leadership Actions, Employment, Business Development, and Community Relationships.

PAR Sponsorship Benefits

BENEFITS	LEAD \$10,000	SUPPORTING \$5,000
Prominent sponsor logo on CCAB webpage, linked to sponsor website	•	•
Five minutes speaking opportunity	•	
Recognition from podium by event host	•	•
Prominent sponsor logo on CCAB event marketing materials	•	
Sponsor logo on CCAB event marketing materials		•
Sponsor logo on podium signage	•	
Sponsor logo on welcome signage at registration	•	•
Sponsor logo shown on projection screen (dedicated slide) before/after luncheon	•	•
Complimentary event registrations	4	2



Mark Ward (Syncrude), Trevor Gladue (Civeo), JP Gladu (CCAB)
2017 Vancouver PAR Luncheon



AWARDS

Awards

2019/2020 CALL FOR NOMINATIONS

Aboriginal Business
HALL OF FAME



ABORIGINAL BUSINESS HALL OF FAME: LIFETIME ACHIEVEMENT AWARD

The Lifetime Achievement Award is part of CCAB's Aboriginal Business Hall of Fame (ABHF), which recognizes Aboriginal persons whose business leadership has made a substantive contribution to the economic and social well-being of Aboriginal peoples over a lifetime. The inaugural award was presented in 2005, there have been over 24 laureates since then. Past laureates include Dr. Herb Belcourt, Chief Darcy Bear, Mel Benson, Harry Flaherty, Manny Jules, Chief Clarence Louie, and Chief Jim Boucher to name just a few. The recipient is recognized at CCAB's Annual Toronto Gala.

NOMINATION DEADLINE: September 20, 2019

MORE INFORMATION: www.ccab.com/awards/abhf-lifetime-achievement-awards/

Aboriginal Business
HALL OF FAME



ABORIGINAL BUSINESS HALL OF FAME: NATIONAL YOUTH ABORIGINAL ENTREPRENEUR AWARD

CCAB calls for self-nominations from up-and-coming Aboriginal entrepreneurs ages 19 to 35. These nominations require the nominee to produce a 30 to 60 second video about themselves, their business and why they should receive this award. The recipient receives a \$10,000 financial award. Past laureates include, Jordan Jolicoeur, Isabell Ringenoldus, Jacob Pratt, Kendal Netmaker, and Savannah Olsen. The recipient is recognized at CCAB's Annual Toronto Gala.

NOMINATION DEADLINE: September 20, 2019

MORE INFORMATION: www.ccab.com/awards/abhf-national-youth-entrepreneurship-award/

Aboriginal Business
A W A R D



ABORIGINAL ECONOMIC DEVELOPMENT CORPORATION AWARD

The annual Aboriginal Economic Development Corporation (AEDC) award goes to an outstanding AEDC and affirms the substantial value AEDCs bring to Aboriginal communities by way of employment, business development and revenue generation. AEDCs are valuable conduits between industry, government and Aboriginal communities. By showcasing their initiative CCAB points to a vision of shared prosperity and sustainable growth. Past laureates include, Fort McKay First Nation and the Fort McKay Group of Companies, Six Nations of the Grand River Development Corporation, Tsuu T'ina Nation, Penticton Indian Band Development Corporation, and Membertou Development Corporation. The recipient is celebrated at CCAB's Annual Calgary Gala.

NOMINATION DEADLINE: February 1, 2019

MORE INFORMATION: www.ccab.com/awards/aboriginal-economic-development-corporation-award/

Aboriginal Business
A W A R D



AWARD FOR EXCELLENCE IN ABORIGINAL RELATIONS

The Award for Excellence in Aboriginal Relations recognizes a Canadian who has contributed, through professional and voluntary commitments, to building bridges between Aboriginal peoples and Canadian society. Their efforts will have made a substantial impact across Canada and across sectors, including the business sector. Past winners include, Carol Anne Hilton, Dr. Ken Coates, Senator Murray Sinclair, Willa Black, Mary Simon, Phil Fontaine, and the Right Honourable Paul Martin. The recipient is celebrated at CCAB's Annual Vancouver Gala.

NOMINATION DUE: May 30, 2019

MORE INFORMATION: www.ccab.com/awards/award-for-excellence-in-aboriginal-relations/

Aboriginal Business
A W A R D



INDIGENOUS WOMEN IN LEADERSHIP AWARD

The CCAB Indigenous Women in Leadership (IWIL) award celebrates successful, accomplished, committed Indigenous women. IWIL is nationally recognized and serves as a platform to the future. Award recipients champion as role models for young Indigenous women.

Past recipients include the Honourable Jody Wilson-Raybould and Roberta Jamieson.

This past year, we celebrated the outstanding life's work of Roberta Jamieson.

The recipient is celebrated annually in Toronto.

NOMINATION DUE: December 2, 2018

MORE INFORMATION: www.ccab.com/awards/indigenous-women-in-leadership-iwil-award/

BECOME AN EXCLUSIVE AWARD SPONSOR

In the coming years, new leaders will emerge as Canadians embrace constructive economic reconciliation moving toward the timely fulfillment of Recommendation 92 in the Truth and Reconciliation Report:

"Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that Aboriginal communities gain long-term sustainable benefits from economic development projects."

As an exclusive CCAB award sponsor your company aligns itself with an exciting progressive brand that is taking its rightful place on the national stage. With over 43,000 Aboriginal businesses across Canada contributing an estimated \$12 billion to the Canadian economy, you are part of Canada's new economic landscape.

This is an opportunity to connect to Aboriginal business and the winning corporate and entrepreneurial partners already benefiting from new relationships and business potential that is increasing bottom lines across the country.

Rights and Benefits

- Prominent signage at the gala dinner
- Opportunity to address attendees and introduce award recipient(s)
- Key role in facilitating the selection of the award recipient, and assuming the role of award committee chair if desired
- Visible representation of logo and website link in Gala materials and on associated CCAB web pages
- Prominent mention in all CCAB Gala Marketing materials including but not limited to; advertising, national press releases, e-blasts, e-newsletters, CCAB Aboriginal Business Report Magazine
- Table of 10 at the gala dinner and two seats at the head table
- VIP Reception, 12 tickets, prior to Gala co-hosted by CCAB and Award Sponsor.



Programs

PROGRESSIVE ABORIGINAL RELATIONS (PAR):

Progressive Aboriginal RELATIONS

Canadian Council for
Aboriginal Business

What is PAR?

The Progressive Aboriginal Relations (PAR) was created in 2001 and has been growing since its launch in February of 2001. It is now in its 18th year and there are currently over 80 companies in the PAR program.

PAR is a certification program that confirms corporate performance in Aboriginal relations at the bronze, silver or gold level. Certified companies promote their level with a PAR logo signaling to communities that they are good business partners, great places to work, and committed to prosperity in Aboriginal communities. PAR certification provides a high level of assurance to communities because the designation is supported by an independent, third party verification. The final company level is determined by a jury comprised of Aboriginal business people.

PAR verification within the PAR program provides assurance and recognizes corporate performance in Aboriginal relations in the areas of Leadership, Employment, Business Development, and Community Relationships. PAR committed and certified companies integrate these criteria into their strategic planning and operations, and certified PAR companies are recognized at the PAR bronze, silver or gold level. Certified and committed level companies promote their participation with a PAR logo.

With the 2016 relaunch of the new PAR framework, there has been a significant increase in the number of companies and organizations that have undertaken the PAR process. Since the introduction of the Progressive Aboriginal Relations program 17 years ago, PAR continues to be the only corporate social responsibility assurance program with an emphasis on Aboriginal relations.

PAR VALUE AND BENEFITS OVERVIEW

Companies

The PAR program encourages companies to evolve and participate in a growing Aboriginal business economy across Canada. The fastest growing segment and Canada's population comes within its Aboriginal community, which is also becoming increasingly urbanized. These four drivers; **Leadership Actions, Employment, Business Development, and Community Relationships** provide a foundation for the PAR program and represent the core components to successful positive business relations with the Aboriginal community.

PAR certification provides a high level of assurance as the designation is supported by independent Aboriginal verifiers and jury.

Certified PAR companies are viewed by Aboriginal businesses and communities as:

- good business partners;
- great places to work; and
- committed to prosperity in Aboriginal communities.

BENEFITS TO PAR COMPANIES

- Competitive advantage
- Relationship building
- Strategic planning, employment and procurement opportunities

Communities

How does partnering with a PAR company benefit your community?

Under the new PAR committed and certified criteria, companies are required to maintain or improve upon their key performance area resulting in increased:

- Employment opportunities including recruitment, retention, advancement, training and skill development opportunities
- Business development and contracting opportunities, preferential procurement initiatives
- Mentorship and capacity building to support the overall Aboriginal business community
- Establishment of agreements, joint ventures, and investment in Aboriginal business communities including scholarships, bursaries and apprenticeships

PAR Program Fee Description/Levels and Costs

PAR PROGRAM FEE DESCRIPTION	COST PER ACTIVITY
PAR Program Annual Fee	\$1,000/Year
PAR Committed Level Verification Fee	\$1,000/Level
PAR Certification/Recertification Fee	\$4,500 – every 3 years
Certified Level Verifier Feedback (OPTIONAL)	\$1,000/Year

The deadline for application for the PAR committed level is ongoing throughout the year.
The application deadline for certified level is a hard deadline of April 1st every year.

PAR LEVELS

Gold Level PAR

Progressive
Aboriginal
RELATIONS

**GOLD
LEVEL**

Canadian Council for
Aboriginal Business

Industry Leaders and Sustained Successful Outcomes: In addition to meeting criteria intent at the bronze and silver levels, there are high levels of appreciation within the company and significant positive Aboriginal relations to the organization. Aboriginal relations policies, strategy, and PAR criteria intent are fully ingrained within the company, at all levels. A role model company for positive Aboriginal relations, has a continuous improvement philosophy, and good results and trends across PAR drivers (with data evidence). Mature processes and innovative enhancements over a number of years are present across all departments (within submission scope). Exceptional support for the company from Aboriginal communities/groups/stakeholders.

CURRENT GOLD LEVEL COMPANIES



Silver Level PAR

Progressive
Aboriginal
RELATIONS

**SILVER
LEVEL**

Canadian Council for
Aboriginal Business

Implementation and Results: In addition to meeting the intent at the bronze level, companies achieve positive results and trends in the four drivers: Leadership Actions, Employment, Business, and Community Relationships for the full submission reporting period (3 years) with data evidence. Success of activities are well communicated and with partnerships and agreements in place there is support for the community in the four drivers.

CURRENT SILVER LEVEL COMPANIES



Bronze Level PAR

Progressive
Aboriginal
RELATIONS

**BRONZE
LEVEL**

Canadian Council for
Aboriginal Business

Commitment and Action Plans: Policy and commitment have been implemented into the business planning; cultural awareness training has been integrated throughout the organization; and targets and action plans for the drivers have been put in place. Leadership actions, employment business development, and community relationships have been set.

CURRENT BRONZE LEVEL COMPANIES



PAR Committed Level

Progressive
Aboriginal
RELATIONS

COMMITTED

Canadian Council for
Aboriginal Business

Foundation Building: Companies undergo a building process to create a sustainable internal operating structure that raises the value of PAR within the company. Within the first years of PAR participation, PAR Committed Level participants are required to internally review their Communities of Interest (COI) and seek feedback from them on a scheduled basis. This ongoing dialogue with COIs helps companies gain a far better understanding of what communities are looking for, how they need to be supported, and how best to work with them. Through an evaluations process, regular engagement, and check-ins, companies gain knowledge and are better equipped to identify barriers and gaps in the four PAR drivers.

CURRENT COMMITTED LEVEL COMPANIES



2019 PAR Webinars

2019 Progressive Aboriginal Relations (PAR) provide training sessions on the PAR committed level for those organizations that are looking to build out relationships with First Nations, Metis or Inuit communities.

DATE	TIME (EST)
Wednesday January 23	12:00 pm to 1:30 pm
Wednesday February 13	12:00 pm to 1:30 pm
Wednesday March 20	12:00 pm to 1:30 pm
Wednesday April 17	12:00 pm to 1:30 pm
Wednesday May 15	12:00 pm to 1:30 pm
Wednesday June 12	12:00 pm to 1:30 pm
Wednesday October 16	12:00 pm to 1:30 pm
Wednesday November 13	12:00 pm to 1:30 pm

PAR TESTIMONIALS

PAR Committed Quotes: New Committed Level Criteria

“

The new PAR foundation criteria and questions are clearer and have allowed us to take our approach to proactive and positive Aboriginal engagement to the next level. The questions have truly helped us be more strategic and benchmark our progress over the past year.

Andra Syvanen
CN

”

“

CDN Controls believes that business has a role to play in the reconciliation process between government, non-aboriginal Canadians, and Aboriginal communities across the country. Working with the CCAB and within the PAR program we have made building relations with Aboriginal communities and peoples a part of our corporate culture. As a company that works in the natural resource extraction sector we are proud of the work we have done through PAR to ensure Aboriginal communities and peoples are active participants in our industry so they may share in our success.

Alexander Fanni
CDN Controls

”

CCAB Call for Opportunities for Progressive Aboriginal Relations (PAR)

For more information on how to become a PAR Verifier, Jury, or Cultural Awareness trainer to support the PAR program please contact par@ccab.com or call 416.961.8663.

CERTIFIED ABORIGINAL BUSINESS (CAB) – VALUE AND BENEFITS

CERTIFIED
Aboriginal Business

Canadian Council for
Aboriginal Business 

Why Become a CAB member?

CCAB's Certified Aboriginal Business (CAB) program certifies that Aboriginal Businesses are 51% or more owned and controlled by an Aboriginal person(s).

All Aboriginal businesses wishing to become certified must complete the membership & CAB application and provide supporting documentation. After a thorough review of this documentation, CCAB confirms they are an Aboriginal business as defined by CCAB.

What's required to become a Certified Aboriginal Business?

1. CCAB membership
2. 51% or more Aboriginal ownership and control
3. Proof of Aboriginal heritage of owner(s), acceptable documents include:
 - Indian Status Card, or:
 - Valid identification provided by the following:
 - Métis National Council Governing Membership
 - Inuit Beneficiary Card
 - Congress of Aboriginal Peoples (CAP) Affiliate Membership
 - Northwest Territories Land Claim Settlement Beneficiaries
 - Confirmed Alberta Métis Settlement Members
 - Northwest Territory Métis Nation Membership
 - Membership in a historic Métis community recognized as independent and rights-bearing by a Provincial or Canadian Federal Government.

4. Applicants must also provide:

- Proof of ownership and control documents; acceptable documents include:
 - Articles of Incorporation
 - General Business Registration
 - Tax Registration

CAB Value and Benefits

- CAB ensures that Aboriginal businesses are easily identified by industry, government and other organizations and certified businesses can promote themselves using the designated CAB logo.
- Certified businesses are identified as CAB in the member directory found on CCAB's website and have access to tender opportunities posted by CCAB corporate members.
- Access to Procurement Opportunities:
 - CCAB Aboriginal procurement initiative, SUPPLY CHANGE, includes an Aboriginal Procurement Marketplace: A two-way directory consisting of certified Aboriginal business members that can be readily engaged by corporations, and procurement opportunities posted by corporates to connect directly with Aboriginal businesses.
 - The Aboriginal Procurement Marketplace is an online portal that acts as a two-way directory between CCAB's Certified Aboriginal Businesses (CAB) and procurement representatives from the Aboriginal Procurement Champions.

Take advantage of all of the benefits of CAB certification, including networking events, webinars to learn more about the strategic sourcing and corporate contracting process, and how to best position your business for private and public sector business opportunities.

Become a Certified Aboriginal Business (CAB)

To apply to become a Certified Aboriginal Business please contact memberrelations@ccab.com.

TOOLS AND FINANCING FOR ABORIGINAL BUSINESS (TFAB)

TOOLS & FINANCING FOR
Aboriginal Business

Canadian Council for
Aboriginal Business 

Enhancing Aboriginal Business in Canada

TFAB enhances Aboriginal entrepreneurship by providing business expertise, development and networks through an easy to access online portal. Through TFAB, Aboriginal businesses and entrepreneurs have access to:

- a library of practical business tools and resources;
- business skills development webinars;
- a directory of CCAB member services and programs;
- business networking events held across Canada;
- procurement opportunities.

How TFAB Works

TFAB is an online portal that connects Aboriginal entrepreneurs with practical business tools, development, and networks. TFAB provides business expertise, services, and development across six key business functions.



TFAB Business Skills Development Webinars

Sound business skills are essential for success as an entrepreneur. Entrepreneurs rely on their business skills to make the best decisions for their business daily as well as develop the right strategies to achieve long term success. TFAB business skills development webinars connect Aboriginal entrepreneurs across Canada to the valuable expertise of CCAB's TFAB partners.

The webinars are free for CCAB members and open to guests for a small fee.

Please join us at an upcoming 2019 TFAB Business Skills Development Webinar:

DATE	TIME (EST)
Wednesday, February 27	2:00 pm to 3:00 pm
Wednesday, April 24	2:00 pm to 3:00 pm
Wednesday, July 24	2:00 pm to 3:00 pm
Wednesday, September 11	2:00 pm to 3:00 pm
Wednesday, November 27	2:00 pm to 3:00 pm

Sponsorship

TFAB sponsorship opportunities are a great vehicle for organizations to enhance their relationships and reputation with Aboriginal businesses across Canada. In addition to receiving branding assets and recognition, TFAB sponsors receive reserved opportunities to directly engage with Aboriginal businesses through delivering TFAB business skills development webinars and hosting Aboriginal business networking events.

The **"Powered By" Partner** is ideal for an organization ready to display leadership by partnering with TFAB to enhance Aboriginal business in Canada. In recognition of this leadership, the Sponsor receives the prime "Powered By" branding asset on the TFAB online portal, on all marketing collateral and on all webinars and networking events.

TFAB Business Function Partnerships are ideal for organizations looking to demonstrate their area of expertise through focusing their contributions to Aboriginal entrepreneurship on one of the following TFAB business functions:

- Finance
- Operations
- Human Resources
- Legal & Regulatory
- Marketing & Communications
- Technology

TFAB Networking Event Partner provides an organization the opportunity to gain valuable exposure at regional events and the opportunity to engage and address the event participants.

TFAB Highlights | August 2017 – July 2018



TFAB Sponsorship Packages

SPONSORSHIP LEVEL	TFAB "POWERED BY" PARTNER	BUSINESS FUNCTION PARTNER
Sponsorship fee	\$40,000	\$25,000
Availability	1	6
SPONSORSHIP BENEFITS		
Sponsor name and logo on TFAB website	TFAB homepage	Landing page of sponsored TFAB business function (e.g., technology)
Video profiling Sponsor's commitment and services to Aboriginal communities	Video on TFAB homepage	Video on landing page of sponsored TFAB business function (e.g., technology)
Right to present live TFAB Webinars	Present TWO (2) Webinars	Present ONE (1) Webinar
Sponsor recognition during live TFAB Webinars and on online recordings	Every TFAB Webinar	Webinar related to sponsored TFAB business function (e.g., technology)
Right to host TFAB Networking Events for Aboriginal entrepreneurs	Host TWO (2) Events	Host ONE (1) Event
Sponsor recognition throughout TFAB Networking Events	Every Networking Event	Networking Event related to sponsored TFAB business function (e.g., technology)
Speaking opportunity for Sponsor at TFAB Networking Events	At TWO (2) Powered By Sponsor hosted Networking Events	At ONE (1) Networking Event related to sponsored TFAB business function (e.g., technology)
Volunteering opportunities for Sponsor's employees at Networking Events	Every Networking Event	Networking Event related to sponsored TFAB business function (e.g., technology)
Sponsor name and logo on registration sites and confirmation emails for TFAB Webinars and Networking Events	Every TFAB Webinar and Networking Event	Webinar and Networking Event related to sponsored TFAB business function (e.g., technology)
Recognition of Sponsor in social media posts promoting relative TFAB Webinars and Networking Events	Y	Y
Non-exclusive right to develop branded tools for all areas of the TFAB online platform	Y	Y
Sponsor logo featured in sponsors footer of TFAB homepage	Most prominent	Y
Recognition of Sponsor in CCAB annual report	Most prominent	Y
Recognition of Sponsor in TFAB media releases	Most prominent	Y

TFAB Networking Event Partner - \$10,000 per event

BENEFITS

- Sponsor recognition in advertisements, press releases, CCAB event e-blasts, e-newsletters, and any other communications pertaining to the event
- Visible representation of sponsor's logo on CCAB web pages associated with the event, linked to sponsor website
- Sponsor logo displayed on event signage and projection screen (dedicated slide) before/after event
- Recognition of sponsor during opening and closing remarks
- 5 minute speaking opportunity
- Complimentary event registration

TFAB Presented By – \$5,000 per event Benefits

BENEFITS

- Visible representation of sponsor's logo on CCAB web pages associated with the event, linked to sponsor website
- Logo on CCAB social media for TFAB networking Event on Facebook, Twitter and LinkedIn as a Presented By Sponsor
- Sponsor logo displayed on event signage before/after event as a Presented by Sponsor
- 5 minute speaking opportunity
- Recognition of sponsor during opening and closing remarks
- Complimentary event registration

TFAB Contributor Sponsor - \$2,500 per event Benefits

BENEFITS

- Visible representation of sponsor's logo on CCAB web pages associated with the event, linked to sponsor website
- Logo on CCAB social media for TFAB networking Event on Facebook, Twitter and LinkedIn as a Contributor Sponsor
- Sponsor logo displayed on event signage before/after event as a Contributor Sponsor
- Recognition of sponsor during opening and closing remarks
- Complimentary event registration



Research

THE BEST INSIGHTS ON THE ABORIGINAL ECONOMY IN CANADA

CCAB is Canada's leading Aboriginal-focused centre for research. Backed by evidence-based data, CCAB Research drives economic development for Aboriginal Peoples and helps companies understand the Canadian Indigenous economy.

What We Do

Our team is specialized in conducting field research with Aboriginal communities and businesses while staying connected to public policy and industry trends. We have the most extensive list of Aboriginal businesses in Canada.

The deep knowledge and connections we have with Aboriginal communities and businesses uniquely positions CCAB Research for creating data-driven projects that meaningfully impacts Aboriginal economic prosperity.

The data collection phase is under way for Pillar 1 in CCAB Research's most ambitious project to date. *National Perspectives on Indigenous Economic Development* begins to lay out a blueprint for understanding the Indigenous economy. The field team has already embarked on road trips to over 100 First Nations communities, speaking to Indigenous community leaders with diverse perspectives on economic and business operations.



Long and worthwhile road to
100 communities across Canada

CCAB RESEARCH EVENT SPONSORSHIP

Presenting Sponsor – \$10,000 per event

BENEFITS

- Prominent recognition as Presenting Sponsor in all event invitations, advertisements, press releases, CCAB event e-blasts, e-newsletters, and/or any other communications or social media pertaining to the event
- Head table seat (if applicable) for a Senior Executive from Sponsor organization
- 10 minute speaking opportunity for a Senior Executive from Sponsor organization
- Prominent placement of Presenting Sponsor's logo on CCAB web pages associated with the event, linked to Sponsor website
- Sponsor logo prominently displayed on event signage and projection screen (dedicated slide if available)
- Recognition of Presenting Sponsor during opening and closing remarks

Co-Presenting Sponsor – \$5,000 per event

BENEFITS

- Prominent placement of Co-Presenting Sponsor's logo on CCAB web pages associated with the event, linked to sponsor website
- Head table seat (if applicable) for a Senior Executive from Sponsor organization
- Recognition as Co-Presenting Sponsor in all event invitations, advertisements, press releases, CCAB event e-blasts, e-newsletters, and/or any other communications or social media pertaining to the event
- Sponsor logo prominently displayed on event signage
- 5 minute speaking opportunity for a Senior Executive from Sponsor organization
- Recognition of Co-Presenting sponsor during opening and closing remarks

Contributing Sponsor - \$2,500 per event

BENEFITS

- Placement of Contributing Sponsor's logo on CCAB web pages and invitation associated with the event, linked to sponsor website
- Sponsor logo displayed on event signage
- Recognition of Contributing Sponsor during opening and closing remarks

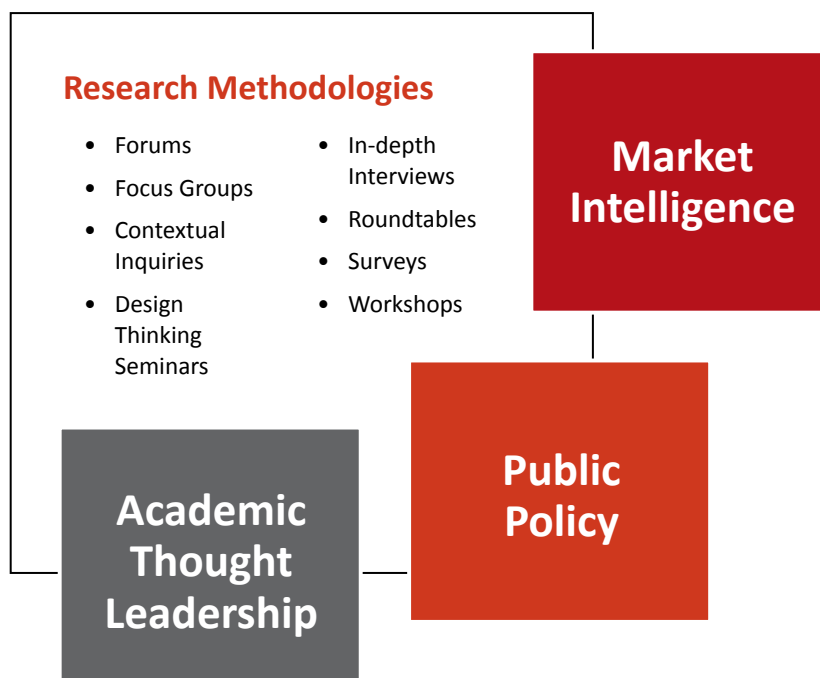
PARTNERS



What We Can Do For You

CCAB's research team provides value for Aboriginal and non-Aboriginal businesses, as well as government and academic partners. We are always interested in developing new projects that would help your organization better understand the Aboriginal economy and find Indigenous businesses.

- Our team will help your company increase the procurement of Aboriginal companies with custom projects tailored to your needs.
- Our breadth of research positions CCAB to support data-driven policy decisions, corporate strategies, and academic insights.



Research Activities Menu

PRODUCT	DESCRIPTION	PRICE
Business List	CCAB Research can provide targeted selections from our comprehensive Indigenous business directory to aid in fulfilling supply chain and business development needs.	\$3,000-\$5,000
Roundtable & Forum	We can provide options for small-scale events, such as roundtable discussions and focus groups. Intimate events with business professionals and industry experts can provide valuable insight into relevant client topics.	\$15,000-\$45,000
Large Events	Events will be targeted relative to the chosen theme/subject and can include informative and interactive aspects, such as presentations, panel discussions, break-out groups, networking opportunities, etc.	\$60,000-\$150,000
Preliminary Research Report	CCAB Research can collect preliminary data from individual in-person interviews, online and telephone surveys, or focus groups, leveraging our network of Indigenous entrepreneurs and professionals across Canada.	\$25,000-\$40,000
Comprehensive Research Report	CCAB can provide in-depth, comprehensive research reports that include a broader range of survey questions, various data-gathering strategies, and increased sample size to produce qualitative and quantitative insights.	\$40,000-\$100,000

Research Series

PROMISE AND PROSPERITY

This series provides insight into the profile of Aboriginal businesses – where they operate, who are their clients and employees. It explores their business goals, future outlook, obstacles, and outreach. The series suggests what governments and other supporters can do to help more Aboriginal businesses achieve success.

2010: *The Aboriginal Business Survey*

2014: *The Aboriginal Business Survey*

2016: *Qualitative Research on Aboriginal Businesses in Ontario*

2016: *The Aboriginal Business Survey*

COMMUNITY AND COMMERCE

This series explores how community-owned businesses drive opportunity for Aboriginal entrepreneurs/communities, and Canada's economy.

2011: *National Survey for Aboriginal Economic Development Corporations*

2013: *Survey of Aboriginal Economic Development Corporations in Ontario*

2015: *Survey of Aboriginal Economic Development Corporations in Ontario*

RELATIONSHIPS AND RECIPROCITY

This series discusses the questions: How are Aboriginal business relationships developed and structured? What stages do they go through? What obstacles do they face? For these vital relationships to transpire, how do we create more opportunity?

2016: *Exploring Aboriginal Business*

Collaboration Series

AGRICULTURE AND AGRI-FOOD CANADA (AAFC)

Success and Sustainability: Understanding Aboriginal Businesses in the Agriculture Sector – Winter 2018

OFFSET MARKET EXCHANGE (OMX)

Partnerships in Procurement: Understanding Aboriginal Business Engagement in the Marine and Aerospace Industries in B.C.

TD BANK

Aboriginal Businesses Increasingly Embracing Innovation

Aboriginal Economic Prosperity

Debunking Myths Surrounding Canada's Aboriginal Population

Economics – Estimating the Size of the Aboriginal Market

For More Information on CCAB Research

go to ccab.com/research or email us at research@ccab.com

CCAB Communications Opportunities

CCAB'S ABORIGINAL BUSINESS REPORT (MAGAZINE)

CCAB's Aboriginal Business Report Magazine

The Aboriginal Business Report is the official voice of the CCAB and the Aboriginal business community across Canada, promoting business opportunities and helping to facilitate sustainable relationships throughout the country.

The Aboriginal Business Report is a vital source for members to facilitate knowledge and increase expertise in their given field. It presents an excellent means of communication, providing not only a forum for businesses, entrepreneurs and corporations to interconnect, but also to deliver the latest news, profiles, feature articles, and case studies.

Why Advertise in CCAB's Aboriginal Business Report?

Each year CCAB members will receive three issues of CCAB's Aboriginal Business Report, which provides informative editorial content and exposure to a widespread scope of companies and individuals across the industry and the country. The magazine is

distributed at each of CCAB's three annual galas, to members of Parliament, and to Aboriginal student centres and Canadian universities.

Your Target Audience

Distributed to 3,000+ professionals and organizations, including Canada's fortune 500 companies, CCAB's Aboriginal Business Report reaches key industry personnel, leaders, and decision-makers managing Aboriginal businesses and other companies operating in Canada.

CCAB Members Receive a 10% Discount On Advertising!

The magazine is produced by MediaEdge, Canada's National Trade and Industry Association publisher, who work to ensure The Aboriginal Business Report is always relevant and topical.

For more information and Advertising rates on CCAB's Aboriginal Business Report contact MediaEdge Publishing today at nanciep@mediaedgepublishing.com or at 1-866-201-3096



CCAB E-NEWSLETTER

The CCAB e-newsletter is distributed bi-weekly and provides opportunities for CCAB to disseminate information to our members and supporters.

Reaching over 3,000 Aboriginal businesses, Aboriginal community-owned economic development corporations and companies operating in Canada.

CCAB members can submit content to be featured in an issue of the e-newsletter.

Benefits of Advertising in the E-newsletter:

- Direct targeted reach
- Association backed publication
- Adaptable interactive advertising
- Measurable results
- Free creative services available

E-newsletter Content Includes:

- Announcements
- New CCAB members
- Certified Aboriginal Businesses (CAB)
- Progressive Aboriginal Relations (PAR) companies
- Research projects
- Awards nominations and recipients
- Tools and Financing for Aboriginal Business (TFAB)
- Success stories

Highlighting Past and Upcoming CCAB events:

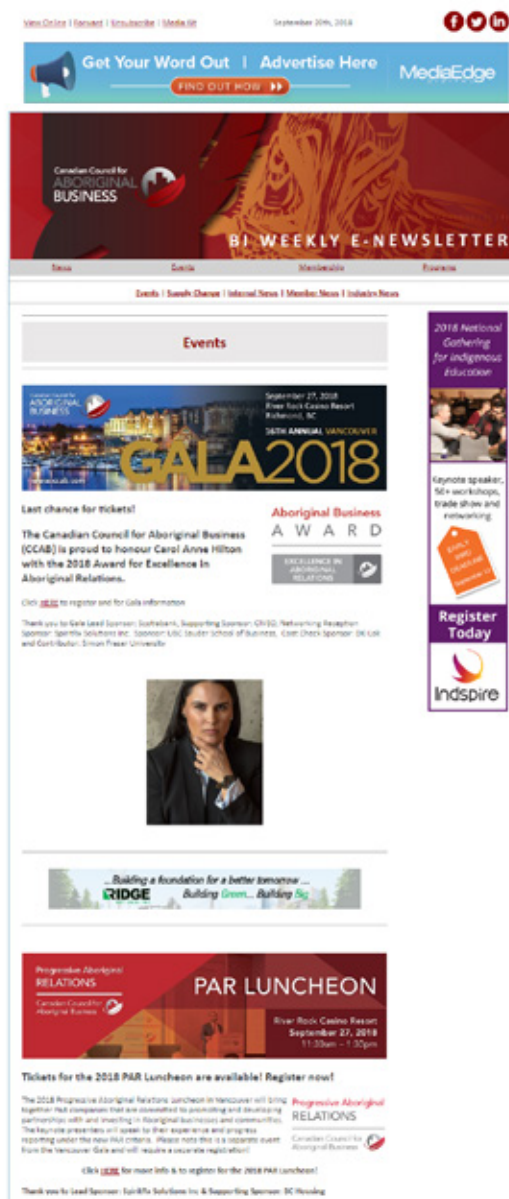
- Event sponsorship opportunities
- Galas, AEDC, TFAB and PAR events

News:

- Internal CCAB news
- External industry news

For More Information, Please Contact:

- To advertise – Michael Bell, michaelb@mediaedge.ca, or 647-557-3278





CCAB

202 - 2 Berkeley Street
Toronto, ON
M5A 4J5

T: 416-961-8663
E: info@ccab.com

Contacts

Lynda Keith
Director of Marketing

T: 416-961-8663 x224
E: lkeith@ccab.com

Paul-Emile McNab
Director, Business Development
and Strategic Initiatives

T: 416-961-8663 x239
E: pmcnab@ccab.com

CCAB is a national member-based organization. Our members include Aboriginal businesses, community-owned economic development corporations and companies operating in Canada.

CCAB is a non-partisan/non-profit organization. It is supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development. Please contact us regarding individual donations.

Charitable taxation # - 11921 8865 RR0001

www.ccab.com