



**RELATIONSHIPS**

**PARTNERSHIPS**

**SUCCESS**



**2017 OPPORTUNITIES**





## Letter from the President & CEO

For over 32 years, the Canadian Council for Aboriginal Business (CCAB) has served as the bridge between corporate Canada and Aboriginal businesses, facilitating relationships, encouraging partnerships, and advancing the national dialogue. I have had the honour as President and CEO of CCAB of serving our members over the last four years as we have experienced unprecedented organizational growth, implemented exciting new programs and research initiatives, and achieved national recognition for our collective efforts.

CCAB programs have grown to include support for Aboriginal Entrepreneurs through the Tools and Financing for Aboriginal Business (TFAB) program and raised the bar for performance in Progressive Aboriginal Relations (PAR). Our nationally recognized research team has expanded their work in Canada and internationally, providing groundbreaking insight and advice to corporations, institutions, and governments. CCAB events bring together executives, members, entrepreneurs, and honored guests from communities and business across Canada to build relationships as they meet, learn, and share with each other. Our awards celebrate excellence and achievement in entrepreneurship, innovation, and development, inspiring the next generation of leaders.

We could never have achieved these great accomplishments without the continued generous support of our corporate patrons and sponsors for over 32 years. We are perfectly positioned at this unique point in time and are excited to grow to meet the evolving needs of Canada's corporate and Aboriginal business communities. This is truly an important time in Canadian history for unprecedented Aboriginal business development and growth.

On behalf of our Board of Directors and the CCAB team, I want to thank you for your continued support for the Canadian Council for Aboriginal Business.



JP Gladu  
President and CEO  
Canadian Council for Aboriginal Business



## About CCAB

Since 1984, CCAB has been bridging the gap between the mainstream corporate sector and the Aboriginal community. CCAB works to improve economic self-reliance of Aboriginal communities while assisting corporate businesses. It is a non-partisan/non-profit organization. It is largely supported through corporate funding, event sponsorship and membership dues with some support from Government for Research and Program development. CCAB is also the only one to receive the endorsement of the Canadian Chamber of Commerce for our business-driven programs and services.

CCAB was founded in 1984 by a small group of visionary business and community leaders committed to the full participation of Aboriginal Peoples in Canada's economy. CCAB offers knowledge, resources, and programs to both Aboriginal and non-Aboriginal member companies that fosters mutual economic opportunities with Aboriginal Peoples and business across Canada.

After 32 years working to improve economic self-reliance of Aboriginal communities and assisting corporate businesses, CCAB has grown to over 550 member companies across Canada and the majority are Aboriginal businesses. As we continue to grow our membership, programs, research, and event offerings, CCAB invites you to join us in bridging the gap between Canada's Aboriginal and business communities.





## Why become a Member

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

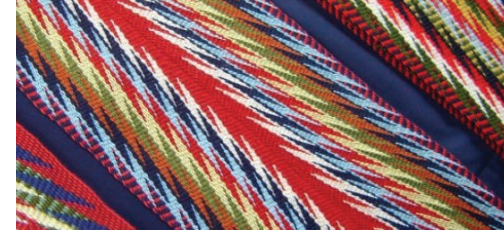
### Why become a CCAB member?

1. **Learn.** 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.

*“I have been a member of CCAB for many years, and I am proud to be affiliated with an organization that cares about Aboriginal businesses and works hard to provide opportunities for us to network, to celebrate our successes and to be a voice for the needs and concerns of Indigenous entrepreneurs. CCAB is also on the cutting edge of Aboriginal business research and providing the kind of insight that you can get nowhere else in Canada.”*

*– Jennifer David, Senior Consultant, Stonecircle Consulting*

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 Canadian. Developing business relationships and access to decision makers are keys to any successful business.
4. **Leverage.** CCAB members enjoy discounts on all CCAB events and access to programs, tools and research stimulating growth and development.



## 2017 Member Benefits

Member Categories	
<b>ABM</b> Aboriginal Business Member <i>Less than 20 employees</i>	<b>BM+</b> Business Member Plus <i>More than 2,500 employees, but less than 5,000 employees</i>
<b>ABM+</b> Aboriginal Business Member Plus <i>More than 20 employees and/or community owned Aboriginal economic development corporations (AEDCs)</i>	<b>PM</b> Partner Member <i>More than 5,000 employees, but less than 10,000 employees</i>
<b>BM</b> Business Member <i>Less than 2,500 employees</i>	<b>PM+</b> Partner Member Plus <i>More than 10,000 employees</i>

Membership Benefits & Annual Fees	ABM \$350	ABM+ \$1,000	BM \$2,500	BM+ \$5,000	PM \$7,500	PM+ \$10,000
<b>Visibility &amp; Recognition</b>						
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	✓	✓	✓	✓	✓	✓
<b>Access to Exceptional Programs</b>						
Progressive Aboriginal Relations (PAR)	✓	✓	✓	✓	✓	✓
Tools and Financing for Aboriginal Business (TFAB)	✓	✓	✓	✓	✓	✓
Aboriginal Business Mentorship (ABMP)	✓	✓				
<b>Discounted Rates for Aboriginal Members</b>						
Procurement Tool	✓	✓				
<b>Discounted Rates for CCAB Events*</b>						
Galas	✓	✓	✓	✓	✓	✓
Hot Topic Series	✓	✓	✓	✓	✓*	✓*
TFAB Networking Events	✓	✓	✓	✓	✓	✓
AEDC Conference	✓	✓	✓	✓	✓*	✓*
<b>Free Events for Members</b>						
Aboriginal Entrepreneurship Networking Events	✓	✓	✓	✓	✓	✓
Business Skills Development Webinars	✓	✓				
Member Receptions	✓	✓	✓	✓	✓	✓
<b>Research</b>						
Participation in CCAB research projects & roundtables	✓	✓	✓	✓	✓	✓

### Discounted Member Rates for CCAB Events

#### Aboriginal Business Member Rates

##### \*Galas

- Maximum two (2) tickets purchased at the Aboriginal Business Member rate, limited availability; Hot Topic Series; AEDC Conference

#### Non-Aboriginal Business Member Rates

##### \*Additional Benefits for Partner Member and Partner Member Plus categories:

- 10 complimentary tickets (5 max. per event) at two Aboriginal Business Hot Topic Series
- 2 complimentary tickets to the Aboriginal Economic Development Conference



## What is a Patron

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

### Patron Benefits

*Benefits include:*

- One complimentary well-placed table of ten at either the Vancouver Gala or Toronto Gala;
- Ten complimentary tickets (five max. per event) at two Aboriginal Business Hot Topic Series;
- Opportunity to participate in a small roundtable discussion with a National Aboriginal leader;
- 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; and
- First opportunity to sponsor CCAB events, programs, and research.

### 2016 – 2017 Patron Benefits Package

**Annual Fee – \$25,000**

**Benefits Package value – \$9,000**

*“Our ambition is to be the trusted partner for Aboriginal businesses and communities across Canada. This Patron Membership confirms our commitment to continued collaboration with CCAB, and to developing long-term working relationships that deliver positive economic, social and environmental outcomes.”*

*– Simon Buttery, President and CEO, Carillion Canada*

• • •

*“By encouraging other companies to get involved with the network CCAB provides, we can help assist Aboriginal business development, enter into strategic Aboriginal business partnerships, create healthier and vibrant Aboriginal communities and increase the number of Aboriginal people employed in Canada and specifically in Ontario,”*

*– Harry Hall, Bruce Power, Vice President of Supply Chain*

• • •

*“We’re proud to become Patron Members, continuing our commitment to support CCAB in delivering the wonderful services that they provide for both Aboriginal and mainstream businesses in Canada.”*

*– Randy Moore, Bee-Clean Building Maintenance,  
Vice President of Strategic Development*



Thank you to our Patron Members





## Why 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 continue to deliver quality programs, and provide platforms of 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 such as National Hot Topic Series, strategic Keynote Presentations, and Networking Receptions. 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.

For more information on CCAB Sponsorship & Events go to [www.ccab.com/events](http://www.ccab.com/events).

## Why Sponsor CCAB Events

- CCAB provides your company exposure to events that attract 100 - 500+ delegates per event;
- CCAB events create networking opportunities with Aboriginal peoples and businesses across Canada; and
- Support CCAB work that builds prosperity in Aboriginal communities.





## 2017 Events at a glance



Date	Event	City	Hotel	Topic
January 31	Toronto Gala	Toronto	Ritz Carlton	<b>The 19th Annual Toronto Gala</b> will honour and celebrate the 2017 Aboriginal Business Hall of Fame Inductees; <ul style="list-style-type: none"> <li>• Annual Lifetime Achievement Award</li> <li>• National Youth Aboriginal Entrepreneur Award</li> </ul>
March 23	Hot Topic Series	Winnipeg	Fort Garry Hotel	<b>Aboriginal Power &amp; Renewable Energy.</b> Green energy has always existed in the Aboriginal world where respect for the land is respect for the creator. In the 21st century many communities have embraced wind, solar and battery energy storage as a path to sustainable economies that mother earth powers. These are decisions made by the communities and their leadership. Join us as our panel discusses how green and renewable energy is either working for their community or not working for their community. It's about discussing and exploring potentials and the choices made along the way.
April 6	Indigenous Women in Leadership Award and Keynote	Toronto	Design Exchange	<b>Indigenous Women in Leadership Award and Keynote.</b> The role of women in traditional life has long been one of leadership and strength. Through the tenacity and determination of our Indigenous women the family has endured as has the culture and adaptation to changing economic and political landscapes since the arrival of the new peoples on the shores of Turtle Island. Join us as we award one of Canada's top indigenous women with the 1st CCAB Indigenous Women in Leadership Award. Learn from our Award Winner as she discusses the challenges, achievements and vision for an equitable and prosperous future for all Canadians.
May 11	Aboriginal Economic Development Conference	Calgary	Calgary Telus Convention Centre	<b>This third annual Aboriginal Economic Development Conference</b> will highlight innovation in the Indigenous economy. AEDCs work in a competitive environment, with constantly moving targets and changing expectations. To stay relevant in this environment, companies are continually innovating to gain market share, develop and apply new technologies and improve operations and processes. These innovations take place every day across the country, in big and small ways. From the construction of sophisticated energy and internet infrastructure to new ways of engaging cultural tradition in business operations, Aboriginal AEDCs are innovating to deliver a better future to their communities and Canada.
May 11	Calgary Gala	Calgary	Sheraton Suites Calgary Eau Claire	<b>The Annual Calgary Gala</b> will honour and celebrate the achievements of the 4th CCAB Aboriginal Economic Development Award. The awards is founded and exclusively sponsored by Sodexo Canada.
June 28	Hot Topic Series	Halifax	Halifax Convention Centre	<b>Aboriginal Tourism.</b> Visitors from all over the world are learning about the diversity and depth of Canada's Aboriginal peoples through immersive and transformative experiences, as Aboriginal communities and companies market unique tourism opportunities. From eco-tourism to art galleries, fishing lodges and boutique hotels, these ventures showcase the best of traditional and modern expressions of Aboriginal culture. Join our expert panel as we explore the exciting ideas and visions promoting cultural awareness and reshaping the Aboriginal economy.
September 28	Vancouver PAR Luncheon	Vancouver	Fairmont Waterfront	<b>The 2017 Progressive Aboriginal Relations (PAR) Luncheon</b> in Vancouver will bring together Canadian companies that are committed to promoting and developing partnerships with, and investing in Aboriginal businesses and communities. The PAR luncheon features two keynote speakers discussing the benefits of investing and partnering with Aboriginal businesses and communities to build capacity, and speaking to their experiences from development to delivery.
September 28	Vancouver Gala	Vancouver	Fairmont Waterfront	<b>The 15th Annual Vancouver Gala</b> will celebrate honour the recipient of the Award for Excellence in Aboriginal Relations as well as recognize the CCAB Progressive Aboriginal Relations (PAR) certified companies, and honour the recipient of the Award for Excellence in Aboriginal Relations.
October 12	Hot Topic Series	Thunder Bay	Valhalla Inn Hotel	<b>Leveraging Business Strengths</b> will focus on partnerships between Canadian companies and Aboriginal communities to launch businesses in urban and rural markets. The discussion will explore issues including the creation and alignment of shared goals, team building and management, and resource maximization.



## 2017 Galas

### Toronto Gala

**Date:** January 31, 2017  
**Location:** Ritz Carlton, Toronto

The 19th Annual Toronto Gala will honour and celebrate the 2017 Aboriginal Business Hall of Fame Inductees;

- Annual Lifetime Achievement Award
- National Youth Entrepreneur Award

Lead Sponsor: **Bruce Power™**

Both awards are founded and exclusively sponsored by ESS Support Services Worldwide, a division of Compass Group.



Aboriginal Business  
**HALL OF FAME**



Aboriginal Business  
**HALL OF FAME**



### Calgary Gala

**Date:** May 11, 2017  
**Location:** Sheraton Suites Calgary Eau Claire

The 4th Annual Calgary Gala will honour and celebrate the achievements of the 4th CCAB Aboriginal Economic Development Award.

Lead Sponsor: **sodexo**  
 QUALITY OF LIFE SERVICES

The award is founded and exclusively sponsored by Sodexo Canada.



Aboriginal Business  
**A W A R D**



### Vancouver Gala

**Date:** September 28, 2017  
**Location:** Fairmont Waterfront, Vancouver

The 15th Annual Vancouver Gala will celebrate and honour the recipient of the Award for Excellence in Aboriginal Relations as well as recognize the CCAB Progressive Aboriginal Relations (PAR) certified companies.

Lead Sponsor: **Scotiabank®**



Aboriginal Business  
**A W A R D**





## 2017 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
Benefit						
Sponsor logo on event webpage	Most prominent	2nd most prominent	Exclusive sponsor logo	✓	✓	✓
Sponsor logo included on CCAB event marketing materials	Most prominent	2nd most prominent				
Exclusive opportunity to address Gala attendees	✓					
Sponsor logo on cover of Gala program	✓					
Gala program	1 page ad	1/2 page ad	1/4 page ad			
Exclusive sponsor logo on podium signage	✓					
Sponsor logo in Gala program	Most prominent	2nd most prominent	✓	✓	Name listing (no logo)	Name listing (no logo)
Sponsor logo on registration signage	Most prominent	2nd most prominent	✓	✓	Name listing (no logo)	Name listing (no logo)
Sponsor logo included on table cards	Most prominent	2nd most prominent	✓			
Sponsor logo on cocktail napkins			✓			
Sponsor logo on coat check tickets					✓	
Sponsor logo to be included on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	Logo	Name listing	Name listing
Recognition by master of ceremonies from podium	✓	✓	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓	✓	✓
Complimentary Gala Registrations	1 Table (10 tickets)	5 tickets	3 tickets	1 ticket		
VIP Reception (Private event)	5 invitations	3 invitations	2 invitations	2 invitations	2 invitations	1 invitations
Company logo on e-newsletters and e-event reminders	✓	✓	✓	✓	✓	✓



## Hot Topic Series, Keynotes and Sponsorship Levels

### Winnipeg

**Date:** March 23, 2017  
**Location:** Fort Garry Hotel

**Aboriginal Power & Renewable Energy.** Green energy has always existed in the Indigenous world where respect for the land is respect for the creator. In the 21st century many communities have embraced wind, solar and battery energy storage as a path to sustainable economies that mother earth powers. These are decisions made by the communities and their leadership. Join us as our panel discusses how green and renewable energy is either working for their community or not working for their community. It's about discussing and exploring potentials and the choices made along the way.



### Toronto

**Date:** April 6, 2017  
**Location:** Design Exchange

**Indigenous Women in Leadership Award and Keynote.** The role of women in traditional life has long been one of leadership and strength. Through the tenacity and determination of our Indigenous women the family has endured as has the culture and adaptation to changing economic and political landscapes since the arrival of the new peoples on the shores of Turtle Island. Join us as we award one of Canada's top indigenous women with the 1st CCAB Indigenous Women in Leadership Award. Learn from our Award Winner as she discusses the challenges, achievements and vision for an equitable and prosperous future for all Canadians.



Lead Sponsor:



Award Founded and Exclusively sponsored by TD

### Halifax

**Date:** June 28, 2017  
**Location:** Halifax Convention Centre

**Aboriginal Tourism.** Visitors from all over the world are learning about the diversity and depth of Canada's Aboriginal peoples through immersive and transformative experiences, as Aboriginal communities and companies market unique tourism opportunities. From eco-tourism to art galleries, fishing lodges and boutique hotels, these ventures showcase the best of traditional and modern expressions of Aboriginal culture. Join our expert panel as we explore the exciting ideas and visions promoting cultural awareness and reshaping the Aboriginal economy.



## Hot Topic Series, Keynotes and Sponsorship Levels



### Thunder Bay

**Date:** October 12, 2017

**Location:** Valhalla Inn Hotel

**Leveraging Business Strengths** will focus on partnerships between Canadian companies and Aboriginal communities to launch businesses in urban and rural markets. The discussion will explore issues including the creation and alignment of shared goals, team building and management, and resource maximization.



### Hot Topics Sponsorship Benefits

Sponsorship Level	Lead	Supporting	Sponsor	Contributor
Sponsorship Fee	\$7,500	\$5,500	\$4,500	\$2,000
Availability	1	Unlimited	Unlimited	Unlimited
Benefit				
Sponsor logo on event webpage	Most prominent	✓	✓	✓
Sponsor logo included on CCAB marketing materials	Most prominent	✓	✓	✓
Sponsor logo on welcome signage	Most prominent	✓	✓	Name listing (no logo)
Sponsor logo on table card	Most prominent	✓		
Sponsor logo to be included on projection screens	Dedicated slide	Dedicated slide	✓	Name listing (no logo)
Speaking Opportunity	✓			
Photo opportunity with panelists following the panel discussion	✓			
Exclusive sponsor logo on podium signage	✓			
Exclusive opportunity to introduce panelists	✓			
Recognition at podium	✓	✓	✓	✓
Exclusive sponsor logo on cocktail napkin	✓			
Company logo on e-newsletters and e-event reminders	✓	✓	✓	✓
Complimentary event registrations	5	3	2	1

# CCAB 2017 Aboriginal Economic Development Conference (AEDC)

Date: May 11, 2017  
Location: Calgary Telus Convention Centre



This 3rd annual Aboriginal Economic Development Conference will highlight innovation in the Indigenous economy. AEDCs work in a competitive environment, with constantly moving targets and changing expectations. To stay relevant in this environment, companies are continually innovating to gain market share, develop and apply new technologies and improve operations and processes. These innovations take place every day across the country, in big and small ways. From the construction of sophisticated energy and internet infrastructure to new ways of engaging cultural tradition in business operations, Aboriginal AEDCs are innovating to deliver a better future to their communities and Canada.

Lead Sponsor: 





## AEDC Conference - Sponsorship Levels

Sponsorship Level	Lead Sponsor	Morning Session Lead	Afternoon Session Lead	Supporting Sponsor	Sponsor	Coat Check	Contributor
Sponsorship Fee	\$25,500	\$15,000	\$15,000	\$7,500	\$4,500	\$2,500	\$2,000
Availability	1	1	1	Unlimited	Unlimited	1	Unlimited
Benefit							
Sponsor logo on event web page sized by level of sponsorship	Most prominent	✓	✓	✓	✓	Name listing only	Name listing only
Sponsor logo included on CCAB marketing materials sized by level of sponsorship	Most prominent	✓	✓	✓	✓	Name listing only	Name listing only
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓
Exclusive opportunity to address conference	✓	✓	✓				
Exclusive sponsor logo on cover of gala program	✓						
Ad in conference program	1 page	1/2 page	1/2 page	1/4 page			
Sponsor logo on welcome signage	✓	✓	✓	✓	✓	Name listing only	Name listing only
Sponsor logo on signage pertaining to level	✓	✓	✓				
Sponsor logo at registration	✓	✓	✓	✓	Name listing only	Name listing only	Name listing only
Sponsor logo on table topper	✓						
Sponsor logo to be included on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	✓	✓	✓	✓
Logo on name badge	✓	✓	✓				
Sponsor logo on cocktail napkin							
Acknowledgement at podium	✓	✓	✓	✓	✓	✓	✓
Sponsor logo on coat check ticket						✓	
Logo on coat check signage						✓	
Complimentary Conference Registrations	1 table	5 tickets	5 tickets	3 tickets	2 tickets		

# Awards



## 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 progress. Past laureates include Tsuu T'ina Nation, Penticton Indian Band Development Corporation, and Membertou Development Corporation. The winner is celebrated at our Annual Calgary Gala in May.

**Nomination deadline:** February 3, 2017

**More information:** [www.ccab.com/awards](http://www.ccab.com/awards)



**Tsuu T'ina Nation**  
Aboriginal Economic  
Development  
Corporation Award  
Laureate

## 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 Willa Black, Mary Simon, Phil Fontaine, and Paul Martin. The winner is celebrated at our Annual Vancouver Gala September.

**Nomination due:** June 29, 2017

**More information:** [www.ccab.com/awards](http://www.ccab.com/awards)



**Senator Murray Sinclair**  
2016 Award for  
Excellence in Aboriginal  
Relations Laureate

## 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, which recognizes Aboriginal persons whose business leadership has made a substantive contribution to the economic and social well-being of Aboriginal people over a lifetime. The inaugural award was given in 2005 and there have been over 22 laureates since then. Past laureates include Chief Darcy Bear, Mel Benson, Manny Jules, Chief Clarence Louie, and Jim Boucher. The winner is recognized at CCAB's Annual Toronto Gala in January.

**Nomination deadline:** November 15, 2017

**More information:** [www.ccab.com/awards](http://www.ccab.com/awards)



**Chief Darcy Bear**  
2016 ABHF Lifetime  
Achievement Award  
Laureate

## 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 under the age of 35. These nominations include a 30 to 60 second video about the entrepreneur and their business. The recipient will receive a \$10,000 financial award. Past laureates include Jacob Pratt, Kendal Netmaker, and Savannah Olsen. The winner is recognized at CCAB's Annual Toronto Gala in January.

**Nomination deadline:** November 15, 2017

**More information:** [www.ccab.com/awards](http://www.ccab.com/awards)



**Jacob Pratt**  
2016 ABHF National  
Youth Aboriginal  
Entrepreneur Award  
Laureate



## Rights and Benefits



### Become an Exclusive Award sponsor

In the coming years, new leaders will emerge as Canada moves toward reconciliation. The recent recommendations of Canada’s Truth and Reconciliation report provide a path forward – politically, socially, and economically – for renewed and improved relations between Canada and its First Nations, Inuit, and Métis peoples. Recommendation 92 in the Truth and Reconciliation report states:

*“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.”*

By coming onboard as the torchbearer for an award, your company will be aligning itself with a progressive national brand. With over 37,000 Aboriginal businesses across Canada bringing an estimated \$12 billion to the Canadian economy, you will be part of Canada’s new economic landscape. Furthermore, you will be showcased regionally, provincially and nationally whenever we hold our one of our Annual Galas in Toronto, Calgary, or Vancouver, our Hot Topics Series and our annual Aboriginal Economic Development Conference.

This is your opportunity to connect to Aboriginal business and the winning corporate and entrepreneurial partners already benefiting from new relationships and business potential.

**\$46,000**

### Rights and Benefits

Name and logo on the framed award

Prominent signage at the gala dinner

Opportunity to address attendees and introduce award recipient

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 on gala materials and on associated CCAB web pages

Visible representation on Award video

Promotion and prominent mention of sponsorship in all advertisements, press releases, CCAB event e-blasts, e-newsletters, and other award communications

Table at the gala dinner and two seats at the head table



## Why become a PAR company



### The Progressive Aboriginal Relations (PAR) Program: Canadian businesses building positive Aboriginal relationships

Join PAR, a certification program for companies that create growth and economic opportunities in Aboriginal communities while advancing their business aspirations.

PAR is a verification and certification program that recognizes corporate performance in Aboriginal relations in the areas of Aboriginal community relationships, employment, business development, and corporate leadership actions. 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.



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.

Since the program's introduction in 2001, PAR remains the premier corporate social responsibility program with an emphasis on Aboriginal relations.

#### PAR Program Participation:

CCAB provides two levels to meet the needs of companies that are entering the PAR program and are serious about making good progress, and recognition highlighting the company's achievements.

The **PAR Committed Level** process is a clear, progressive, three-phase process to help a company start working toward progressive Aboriginal relations; it shows practical deliverables and celebrates a company's progress and growth.

The **PAR Certification Level** process is a comprehensive assessment for Aboriginal relations that builds on the PAR Committed Level, helping sustain positive Aboriginal relations within the culture of an organization. CCAB offers three levels of certification/recognition through the PAR Program, highlighting the company's achievements.

The annual fee for participation in the PAR program at the Committed and Certified levels is \$1,000 per year. Additional verification fees are applicable for companies progressing through the PAR Committed levels, and seeking PAR Certification.



## Current PAR companies and levels

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 Verification Fee**	\$4,500
Certified Level Verifier Feedback (OPTIONAL)	\$1,000 / Year

- \* PAR Committed Level Verification Fees are payable directly to the independent PAR verifier
- \*\* "PAR Certification / Recertification Verification Fees" quoted do not include travel and expenses incurred during the verification by the PAR verifier; fees, travel and expense reimbursement is payable directly to the independent PAR verifier

### PAR Companies

GOLD LEVEL

SILVER LEVEL

BRONZE LEVEL

COMMITTED LEVEL



## PAR Luncheon

September 28, 2017 - Fairmont Waterfront, Vancouver

The 2017 Progressive Aboriginal Relations (PAR) Luncheon in Vancouver will bring together Canadian companies that are committed to promoting and developing partnerships with, and investing in, Aboriginal businesses and communities. The PAR luncheon features two keynote speakers discussing the benefits of investing and partnering with Aboriginal businesses and communities to build capacity, and speaking to their experiences from development to delivery.

## Progressive Aboriginal RELATIONS

Canadian Council for Aboriginal Business 



### PAR Sponsorship Benefits

Benefit	Lead \$10,000	Supporting \$5,000
Prominent sponsor logo, in a prime location, on CCAB's PAR webpage, linked to sponsor website	✓	✓
5 minutes of speaking/presentation time during the PAR luncheon	✓	
Recognition from podium by event host	✓	✓
Prominent sponsor logo, in prime location, on CCAB event invitations and reminders	✓	
Sponsor logo on CCAB event invitations and reminders	✓	✓
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



## Research at CCAB

CCABs research department produces cutting edge data and insight into the Aboriginal economy. We have some important projects on the go, all with the goal of understanding the growth and strength of Aboriginal business in Canada, and communicating this success nationally. We are not interested in research for its own sake. We work to deliver value for Corporate Canada, Aboriginal businesses, government, and academics. The result of this work is evidence-based research that informs policy, shapes corporate strategy, and provides best practices and support for Aboriginal businesses.

*“In the past five years, the number of Aboriginal business reporting a profit has risen 15%.”*

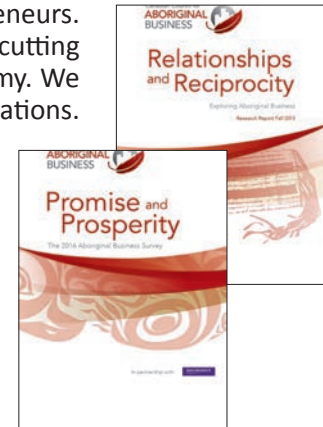
*Promise & Prosperity, 2016*

CCAB produces research that is non-partisan and conducted with credible partners such as Environics Research Group, Engineers Without Borders: Mining Shared Value, and the University of Victoria. We receive funding support from a similarly diverse group of sponsors which includes the federal and provincial governments, the Social Sciences and Humanities Research Council, and a number of corporate partners.

There are a number of ways to get involved with the research department here at CCAB. We are always interested in new projects that seek to understand the Aboriginal economy. New projects can be sponsored by a single organization or by a number of companies, ministries, and academic institutions. Depending on the scope of the project. We also have a number of projects in development or on the go at any time, if you are interested in finding out about what we are working on right now, we can send you a list of projects and find time to talk in person about possible opportunities for collaboration.

### Some of our ongoing projects:

- CCAB completed national and provincial research for reports on Aboriginal entrepreneurs. Interviewing over 1,100 First Nations, Inuit and Métis business owners, we deliver cutting edge statistics on the state of these hard working drivers of the Canadian economy. We also produce similar reports focused on Aboriginal Economic Development corporations. These projects have been a major success having influenced provincial and federal policy and contributed the creation of a \$25 million dollar economic development fund in the province of Ontario.
- In 2016 we partnered with Engineers Without Borders: Mining Shared Value to build the business case for increasing procurement spends on local Aboriginal suppliers in the mining industry. This project is supported by corporate partners like Cameco and SNC-Lavalin, who understand the importance of increasing Aboriginal access to procurement opportunities. The launch of this Report was held on November 24th at the Miller Thomson offices in downtown Toronto.
- Our department hosted a series of national roundtables supported by the Social Science and Humanities Research Council (SSHRC) to discuss our research on the Aboriginal economy. This work proved to be a fantastic opportunity to showcase some of the work we have done and get feedback from participants across the country. Events were held in Victoria, Edmonton, Winnipeg, Toronto and Halifax. CCAB Research is currently in the process of writing a final Report to be released in 2017.
- CCAB is organizing working groups in British Columbia to support the advancement of Aboriginal business in the Aerospace and Marine industries. These working groups will focus on the importance of partnership to increase the capacity of Aboriginal businesses, and support the progress from tier 3 to tier 1 companies. The workshops will be held on December 1st in Victoria and January 18th in Vancouver.
- In 2016, CCAB Research began working collaboratively with the BCAFN to lay the foundation for a National Strategy for First Nation Business Development to provide a National First Nations Sustainable Economic Development and Fiscal Relations Strategy over the next 3 years. Stay tuned for updates in 2017 and beyond!



## Tools and Financing for Aboriginal Business (TFAB)



TFAB is an exciting new initiative, connecting Aboriginal entrepreneurs with tools, training and networks to strengthen and scale their businesses.

With the value of Aboriginal business currently estimated at over \$12 billion, TFAB sponsorship is the ideal platform for organizations to enhance their engagement and reputation with the Aboriginal business market.

CCAB research has shown that capacity building needs of Aboriginal entrepreneurs fall into six primary business functions addressed by TFAB:

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

TFAB features include skills development, a mentorship program for Aboriginal entrepreneurs, face-to-face networking events, webinars and a procurement tool. As all tools and resources in the six primary business areas are available free-of-charge to all 37,000 Aboriginal business owners across Canada, we expect a high volume of individuals and companies accessing the site and downloading resources. The potential impact of this initiative is enormous – by reaching even 10% of Aboriginal entrepreneurs in Canada, we can support nearly 4,000 businesses to grow, become sustainable, and increase their contribution to the Canadian economy.

*“These are exciting times for Aboriginal business on the national stage, with the expectation of contributing an impressive \$12 billion to the economy in 2016. TFAB will further increase Aboriginal contribution to the national economy by reaching business owners with access to needed tools and resources designed to enhance growth and support sustainability. Strengthening those early years of business development builds solid foundations that raise the potential for longer term business success.”*

*– JP Gladu, President & CEO, CCAB*

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*“TFAB maximizes connections and uses best practices from across the business spectrum to realize potential and advance the Aboriginal economy.”*

*– Clayton Norris, Vice President, Aboriginal Services, MNP*

• • •

*“TFAB has the opportunity to be an interactive, one-stop resource and platform to assist Aboriginal entrepreneurs, companies and professionals access and share business knowledge and tools. As a Métis professional specializing in Aboriginal executive search, I speak with Aboriginal professionals and entrepreneurs on a day to day basis. I can’t wait to refer this service and use it myself.”*

*– Brock Higgins, Managing Partner, Higgins Executive Search*

## TFAB Rights & Benefits



### TFAB 'Powered By' Partner (\$35,000) Availability - 1

- Sponsor logo on prominent 'Powered By' section of TFAB homepage and all business function landing pages
- Video on TFAB homepage profiling Sponsor's commitment to Aboriginal communities
- Sponsor logo featured in sponsors footer on TFAB homepage
- Right to present two TFAB webinars focused on educating Aboriginal entrepreneurs on a particular business skill (e.g. social media marketing) including Sponsor recognition throughout webinar
- Right to host one TFAB networking event for Aboriginal entrepreneurs including Sponsor recognition at the event
- Sponsor name and logo featured on registration site and confirmation email for relative TFAB webinars and Aboriginal entrepreneur networking event
- Recognition of Sponsor in TFAB-focused media releases
- Recognition of Sponsor in social media posts regarding relative TFAB webinars, Aboriginal entrepreneur networking event and tools developed by the Sponsor
- Recognition of Sponsor in CCAB annual report
- Non-exclusive right to develop branded tools for all areas of the TFAB platform

TFAB Finance Business Function Partner (\$25,000)	TFAB Operations Business Function Partner (\$25,000)	TFAB Human Resources Business Function Partner (\$25,000)	TFAB Legal & Regulatory Business Function Partner (\$25,000)	TFAB Marketing & Communications Business Function Partner (\$25,000)	TFAB Technology Business Function Partner (\$25,000)
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- Sponsor name and logo on landing page of sponsored TFAB business function
- Video on landing page of sponsored TFAB business function profiling Sponsor's commitment to Aboriginal communities
- Sponsor logo featured in sponsors footer on TFAB homepage
- Right to present one TFAB webinar focused on educating Aboriginal entrepreneurs on a particular business skill (e.g. social media marketing) including Sponsor recognition throughout webinar
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CCAB is a national member-based organization. We are a business catalyst: we make great things happen for business. 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 largely supported through corporate funding, event sponsorship and membership dues, with some support from Government for Research and Program development.

**Charitable taxation # - 11921 8865 RR0001**

[www.ccab.com](http://www.ccab.com)