

# THE FUTURE OF CANADA'S ECONOMY IS INDIGENOUS

2020 Opportunities

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## VISION

Aboriginal businesses are fully engaged in shaping the Canadian economy.

## MISSION

To promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities and awareness for all of our members.



## LETTER FROM THE PRESIDENT AND CEO

JP Gladu, President and CEO  
Canadian Council for Aboriginal Business

The enormous growth of Aboriginal business is changing the economic landscape of Canada. Indigenous Peoples contribute well over \$30 billion annually to Canada's GDP and, based on this data from 2016 and today's growth, Canadian Council for Aboriginal Business (CCAB) estimates this is expected to increase to \$100 billion by 2024.

A goal at CCAB is to encourage discussion and information sharing with our members in order to develop a deeper understanding of the Indigenous economy; to further support our members with the tools and insight needed for its prosperity. When you are a member of CCAB, you become an advocate for Indigenous entrepreneurs and beliefs. You're helping CCAB build on its important work to bridge the gap between Aboriginal and non-Aboriginal businesses. You're a voice for economic reconciliation.

As a CCAB member, you are informed about our Aboriginal procurement strategy, Supply Change, which aims to increase access to Canada's supply chains, in all levels of government and in the private sector, for Aboriginal businesses. You learn about our Aboriginal Procurement Marketplace where corporations and Certified Aboriginal Businesses (CAB) can connect and extend opportunities. You might associate with or become an Aboriginal Procurement Champion—an extraordinary group of corporate leaders helping to grow our existing directory of CAB companies and leading the way to increase opportunities for Aboriginal businesses.

We encourage our members to lend their voice and participate in our many events and opportunities. One of the many value-added benefits of membership includes discounts to our events, annual galas, conferences, roundtables and networking opportunities. Besides an opportunity to celebrate and entertain, all our events create a space to exchange ideas, increase business leads, create new partnerships, and provide a chance to connect and build relationships with Aboriginal businesses, government representatives, thought leaders, corporations and Indigenous communities. Members can also sponsor an event and receive widespread promotion, expanded marketing targets, and business and brand visibility. Exposure for sponsorship...priceless.

Get involved in our Progressive Aboriginal Relations (PAR) and Tools & Financing for Aboriginal Business (TFAB) programs. PAR continues to help improve business performance in Aboriginal relations in the areas of procurement, employment, relationships, leadership and business development. TFAB offers tools, training, and networks for members to grow their business and includes an online procurement tool designed to strengthen the growing Indigenous entrepreneurial base.

A CCAB membership is your conduit to knowledge, contacts, and professional development. Our research team is acknowledged as experts leading the country in Aboriginal business research. Research informs CCAB where the opportunities and obstructions lie for Aboriginal businesses. Our team identifies and widely communicates the experiences, challenges and contributions of Aboriginal businesses today on a provincial and national level.

We welcome you to participate in our programs, events, services and discussions. We need you to become involved and encourage others to join us so that we can share the extraordinary success stories surrounding Aboriginal business in Canada today, and encourage an even more successful and inclusive tomorrow.

## About Canadian Council for Aboriginal Business (CCAB)

Canada is experiencing a new social and political environment as it pertains to Aboriginal people. Indigenous issues are top of mind for the Canadian public, more than any other time in history. Considering this new social reality, more and more Canadian businesses are becoming interested in the opportunities of working with Indigenous people. The experiential growth of Aboriginal entrepreneurialism reveals a sophisticated and ambitious businessperson that is looking to partner, collaborate and succeed. Couple this with the groundswell of international support for Corporate Social Responsibility (CSR) and sustainability, and it is easy to see the future of Canada's economy is Indigenous.

### Research

CCAB Research continuously strives to support Indigenous communities and companies in Canada. Our work is used to develop policies and programs for federal and provincial governments and corporate Canada. Identifying how Aboriginal businesses can take part in supply chains, making meaningful connections through networking events, and developing customized business lists of relevant Aboriginal companies are just a few ways our research can help unlock an organization's potential. Our goal is to assist in fostering meaningful relationships with Indigenous peoples, businesses, and communities for organizations.

### Membership

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.

Our members take advantage of a plethora of benefits and opportunities. Join, and help us build relationships toward a prosperous Indigenous economy and a better future for all Canadians.

### Events & Awards

We present five national awards every year to the best and brightest individuals and businesses within our network. We celebrate our award recipients at unforgettable events and annual galas. Our galas, award presentations, TFAB networking events, research launches, PAR luncheon, webinars, and conferences bring together Aboriginal and non-Aboriginal business

and community leaders to network, share ideas, and join the wider conversation about the Indigenous economy. This is an opportunity to share practical business experience, explore solutions to today's business challenges, and create new opportunities.

### Sponsorship

The benefits and opportunities provided to our sponsors are extensive and impressive as outlined on the several pages of this package. Sponsoring an award or an event enables CCAB to deliver quality programs and provide platforms for learning and networking all year round.

Through sponsorship, you are contributing to our shared path toward economic reconciliation.

### Progressive Aboriginal Relations

CCAB is strategically positioned to have an impact on facilitating positive and sustainable relations between the business sector and Aboriginal business communities. Progressive Aboriginal Relations (PAR) is the premier certification program of its type in the world, assisting companies achieve greater results. PAR evaluates current programs and helps guide the development of new and effective programs. PAR is both an opportunity to reflect on your own values as a company and demonstrate your commitment to working across cultures.

### Tool & Finance for Aboriginal Business

An online portal that connects Aboriginal entrepreneurs with practical business tools, expertise, training, and networks. Tools & Finance for Aboriginal Business (TFAB) provides services across six key business

functions: Finance, Operations, Human Resources, Legal & Regulatory, Marketing & Communications, and Technology. Members are invited to provide approved tools and documents that can be shared on the TFAB portal for use by Aboriginal business across Canada.

### Supply Change

Supply Change, CCAB's Aboriginal procurement strategy developed in 2018, aims to increase Aboriginal participation in the supply chains of Canadian

corporations and governments. We are working on developing both the largest membership in Canada of corporations committed to Aboriginal procurement (called CCAB's Aboriginal Procurement Champions) and the largest online directory of Certified Aboriginal Businesses. A new buying and selling network, CCAB's Aboriginal Procurement Marketplace, provides a two-way directory that enhances opportunities that are not readily available through conventional procurement platforms.







## CCAB MEMBERSHIP

Value and Benefits

## Come grow with us!

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 range 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 business events create opportunities to share best practices and fresh ideas.
- 2. Build.** CCAB membership includes certification and assurance programs like the Certified Aboriginal Business (CAB) designation and Progressive Aboriginal Relations (PAR) program.
- 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

### ABORIGINAL BUSINESS MEMBERS

ABM (Aboriginal Business Member)	20 employees or less
ABM+ (Aboriginal Business Member Plus)	21 employees and/or community-owned Aboriginal economic development corporations

### NON-ABORIGINAL BUSINESS MEMBERS

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 to 9,999 employees
PM+ ( Partner Member Plus )	More than 10,000 employees

### CCAB PATRON MEMBERS

PATRON	Unlimited employees
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“The relationship that Cheekbone Beauty has with CCAB is much more than a membership. The guidance, the network and the support have been invaluable! As a small business, having the support of CCAB is like having your very own board of directors! Without hesitation their team guides you to resources and business relationships that may not be easily accessed. I am so grateful for CCAB and look forward to many years of networking together. Share space with those who first listen to understand and then act on your behalf. Miigwech to the CCAB!”

– Jenn Harper, Cheekbone Beauty

## Membership Levels & Benefits

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	✓	✓	✓	✓	✓	✓	✓	✓
Annual Report listing	✓	✓	✓	✓	✓	✓	✓	✓
Discounted advertising in Aboriginal Business Report	✓	✓	✓	✓	✓	✓	✓	✓
List tools and services on TFAB program	✓	✓	✓	✓	✓	✓	✓	✓
Promotion on social media platforms	✓	✓	✓	✓	✓	✓	✓	✓
E-News: 1 comp member profile, news, success story	✓	✓	✓	✓	✓	✓	✓	✓
Prominent logo recognition in CCAB email signatures & event programs & Ops package								✓
First opportunity to sponsor CCAB events, programs, and research								✓



## Membership Levels & Benefits

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
ACCESS TO EXCEPTIONAL PROGRAMS								
Progressive Aboriginal Relations	✓	✓	✓	✓	✓	✓	✓	✓
Tools and Financing for Aboriginal Business	✓	✓	✓	✓	✓	✓	✓	✓
DISCOUNTED TICKET RATES FOR CCAB EVENTS								
Gala/Event (Toronto, Calgary, and Vancouver)	Special rate	Special rate	✓	✓	✓	✓	✓	Comp table of 10 at one gala/event
Indigenous Women in Leadership	Special rate	Special rate	✓	✓	✓	2 comp. tickets	2 comp. tickets	2 comp. tickets
Forward Summit	Special rate	Special rate	✓	✓	✓	2 comp. tickets	2 comp. tickets	2 comp. tickets
FREE EVENTS FOR MEMBERS								
TFAB Networking Events	✓	✓	✓	✓	✓	✓	✓	✓
Business Skills Development Webinars & Podcasts	✓	✓	✓	✓	✓	✓	✓	✓
Member Receptions	✓	✓	✓	✓	✓	✓	✓	✓
RESEARCH								
Participation in CCAB research projects & roundtables	✓	✓	✓	✓	✓	✓	✓	✓


## CCAB Patron Members

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

#### EXCLUSIVE BENEFITS INCLUDE:

- one complimentary well-placed table of ten (10) at either the Toronto Gala, Calgary Gala or Vancouver event;
- two complimentary tickets to the Forward Summit;
- two complimentary tickets to the Indigenous Women in Leadership event;
- logo recognition in all programs;
- prominent logo recognition in all CCAB staff email signatures;
- prominent logo recognition in the Annual Report;
- prominent logo recognition in CCAB's Opportunities package;
- first opportunity to sponsor CCAB events, programs and research;
- the benefits enjoyed by all members listed on page 8-9.



“CCAB is a driving force that brings together Indigenous and non-Indigenous peoples, businesses and communities to create a prosperous Indigenous economy, while inspiring generations of Indigenous entrepreneurs. Scotiabank has been proud to partner with CCAB for almost 20 years and we are excited to continue to support CCAB’s programming and research, which continually evolves to serve the needs of Indigenous businesses. At Scotiabank we are grateful to be able to collaborate with CCAB to work with many Indigenous communities and businesses to ensure they achieve their respective visions for their members and future generations.”

– Jon Davey, National Director, Aboriginal Financial Services, Scotiabank

Thank you CCAB Patron members for your generosity and continued support!



## Certified Aboriginal Business (CAB) Members

Our CAB program certifies that Aboriginal businesses are 51% or more owned and controlled by an Aboriginal person(s). All Aboriginal businesses wanting to become certified must complete the membership/CAB application and provide supporting documentation. After a thorough review of this documentation, certification as a CAB business is verified and recognized by CCAB.

### CAB Value and Benefits

- Using the designated CAB logo, certified Aboriginal businesses are easily identified by industry, government and other organizations.
- CAB members are identified in the member directory found on CCAB's website and have access to tender opportunities posted by our corporate members.
- CAB member access to procurement opportunities:
- CCAB's Aboriginal Procurement Marketplace is a buying and selling network. CAB members have access to this two-way directory that is readily engaged by corporations; and have access to tender opportunities posted by our corporate members.
- With an aim to increase procurement opportunities to Indigenous suppliers, CCAB has partnered with the City of Toronto through their Social Procurement Program, so CAB companies can participate in the invitational bid process and submit a quote for contracts valued between \$3000 and \$100,000.
- There are numerous networking events available to CAB members, many are free with membership or at a discounted rate.
- CAB members enjoy several complimentary webinars throughout the year to learn more about strategic sourcing and corporate contracting processes.
- Podcasts sharing best business practices through our Tools and Financing program are available to CAB members to help position Aboriginal businesses for private/public sector opportunities.

#### Become a Certified Aboriginal Business

Contact [memberrelations@ccab.com](mailto:memberrelations@ccab.com) to apply!



"Being a Member of the CAB program is a huge advantage. It allows you to get in the same room as some of Canada's largest industrials and showcase your company. Without this advantage, Carvel Electric would not be where we are today"

– Jordan Jolicoeur, Carvel Electric

"As a First Nations start up business it is always nice to know there are organizations that have your back and go the extra mile. It did not take me long to sign up with CCAB as they were eager to hear my thoughts and gain a better understanding of my goals. They have been nothing short of supportive and their enthusiasm to see Indigenous small businesses succeed shines immensely. Without a doubt they are a business that leads by example and that is the same journey I am on for our people."

– Mark Marsolais-Nahwegahbow, Birch Bark Coffee Company



## **SPONSORSHIP, EVENTS, AND AWARDS**





## Events, Awards, and Sponsorship

### Events

Canadian Council for Aboriginal Business prides itself on organizing unforgettable events. Our annual galas, award presentations, TFAB networking events, research launches, PAR luncheon, webinars, and conferences bring together Aboriginal and non-Aboriginal business and community leaders to network, share ideas, and join the wider conversation about the Indigenous economy. This is an opportunity to share practical business experience, explore solutions to today's business challenges, and create new opportunities.

In 2020, CCAB's Aboriginal Economic Development Conference has transitioned to the Forward Summit as we begin a new partnership that allows these premiere events to collaborate and provide an even larger platform for the voices of Economic Reconciliation. In addition, Forward Summit will include CCAB's annual Calgary Gala, an evening event of entertainment and celebration that honours the recipient of the Aboriginal Economic Development Corporation award.

### Awards

CCAB presents five national awards every year to the best and brightest individuals and businesses within our network. There are two Aboriginal business awards presented at the annual Toronto gala held in late January. One is the **Lifetime Achievement Award** given to Aboriginal business leaders whose lives and accomplishments reflect their commitments to their communities through business leadership. The other is the **National Aboriginal Young Entrepreneur Award** given to an Indigenous individual who is

driving the Indigenous economy through vibrant community enterprises. In April, the **Aboriginal Economic Development Award** is presented at the Calgary gala and celebrates the many ways that AEDCs generate prosperity for Aboriginal communities. The **Indigenous Women in Leadership Award** recognizes a champion role model and is presented at a major event in Toronto in early June. The prestigious **Award for Excellence in Aboriginal Relations** is open to all Canadians and presented in Vancouver in the Fall.


### Sponsorships

Your sponsorship of an award or an event enables CCAB to deliver quality programs and provide platforms for learning and networking all year round.

Through your sponsorship you are contributing to our shared path toward economic reconciliation.

Among the many benefits provided to our sponsors as listed on the following pages in this opportunities package, CCAB:

1. provides your company exposure to events that attract 400 – 600+ participants;
2. events create networking opportunities with Indigenous peoples and businesses across Canada;
3. supported events build prosperity in Aboriginal communities.



“The staff at CCAB have worked hard and genuinely to help us expand our business network and horizons. As a direct result of connections made by CCAB we have experienced new opportunities while forming new partnerships and industry clients. They are a great promoter of business, Indigenous and non, working together. If your company wants to actively participate growing Indigenous economy, I recommend you attend their events to maximize the opportunities they facilitate.”

– Melissa & Paul, ORIGIN

## 2020 Events at a Glance

DATE	EVENT	CITY	VENUE LOCATION	TOPIC
Tuesday January 28	TFAB Networking Event	Toronto	Westin Harbour Castle	An afternoon networking event for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker and/or panel of speakers.
Tuesday January 28	Toronto Gala	Toronto	Westin Harbour Castle	An evening of entertainment and celebration as we honour the 2019 recipients of: <ul style="list-style-type: none"> <li>• Lifetime Achievement Award</li> <li>• Young Aboriginal Entrepreneur Award</li> </ul>
Monday April 27	TFAB Networking Event	Calgary	Telus Convention Centre	An evening networking event for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker and/or panel of speakers.
Tuesday/ Wednesday April 28-29	Forward Summit (new)	Calgary	Telus Convention Centre	A new CCAB partnership event. A two-day conference dedicated to advancing economic partnerships, discovering opportunities for change and supporting national relationships between Canada's industry leaders and Indigenous communities.
Tuesday April 28	Calgary Gala	Calgary	Telus Convention Centre	An evening of entertainment and celebration as we honour the recipient of the Aboriginal Economic Development Corporation Award. Recipients are corporations that have demonstrated effective leadership, skills, innovation and sustained efforts worthy of recognition.
TBD	TFAB Networking Event	Toronto	Design Exchange	A late-afternoon networking event for Aboriginal entrepreneurs and CCAB corporate members to grow their networks and relationships. Each event features a prominent keynote speaker and/or panel of speakers.
TBD	Indigenous Women in Leadership (IWIL) Award	Toronto	Design Exchange	An evening of entertainment and celebration as we honour the recipient of the IWIL award. IWIL is nationally recognized and serves as a platform to the future. Award recipients champion as role models for young Indigenous women.

## 2020 Events at a Glance

DATE	EVENT	CITY	VENUE LOCATION	TOPIC
Fall 2020	TBA	Vancouver	TBD	Bigger, better, totally different - wait to see how the Vancouver gala is changing. Details unveiled January 2020.

Additional Tools & Financing for Aboriginal Business (TFAB) networking events occur in Quebec, Saskatchewan and Atlantic Canada throughout the year. [Visit \*\*www.ccab.com/tfab\*\*](http://www.ccab.com/tfab) for details.

CCAB Research events including report launches, panel discussions, presentations, networking opportunities occur throughout the year across the country. [Visit \*\*www.ccab.com/research\*\*](http://www.ccab.com/research) for details.



## Events & Awards

### Toronto Gala

One of our best – the Toronto Gala is a night of fantastic entertainment, inspiration and empowerment. Normally held in Toronto during late January, the timing of this event is excellent for new beginnings, partnerships, and reflecting on the success of the previous year.

At the Toronto Gala we celebrate two award winners - Lifetime Achievement & National Young Aboriginal Entrepreneur.



CCAB's *Lifetime Achievement* award recognizes Aboriginal business leaders whose substantial contributions to the economic and social well-being of Indigenous peoples have made a profound impact.

**The nomination deadline for the Lifetime Achievement award is in October.**



CCAB's *National Aboriginal Young Entrepreneur* award recognizes the enterprising spirit of young Aboriginal business leaders under the age of 35. A self-nomination process, the candidate must demonstrate why they are deserving of the award by producing a 30-60 minute video about themselves and their business. The recipient of this award receives \$10,000!

**The nomination deadline for the National Aboriginal Young Entrepreneur award is in October.**

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### Calgary Gala

An enormously successful event, the Calgary Gala will now take place in late April in partnership with the Forward Summit (see page 25). Spring in Calgary now marks an important time for Aboriginal and non-Aboriginal businesses, communities, thought leaders, and changemakers to come together in participation and celebration.



Not to be missed, this spectacular evening of entertainment honours the recipient of the *Aboriginal Economic Development Corporation* award. AEDCs are valuable conduits between industry, government and Indigenous communities and CCAB acknowledges an outstanding corporation that has demonstrated effective leadership, skills, innovation and sustained efforts worthy of recognition.

**The nomination deadline for the AEDC award is in February.**

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### Formerly Vancouver Gala - find out January 2020 how this event is changing. Bigger, better, totally different!

The exciting details of this event will be unveiled in January 2020. The event will continue to celebrate our award recipient for Excellence in Aboriginal Relations as well as our numerous industry leading companies that have committed to progressive and positive Aboriginal relations, achieving certification through CCAB's Progressive Aboriginal Relations (PAR) program (see page 30).



The award for *Excellence in Aboriginal Relations* recognizes a Canadian who has made a substantial impact, through professional and voluntary commitments, to building bridges between Indigenous peoples and Canadian society.

**The nomination deadline for the Excellence in Aboriginal Relations award is in May.**

## Events & Award Sponsorship

SPONSORSHIP LEVEL	AWARD	LEAD	SUPPORTING	NETWORKING RECEPTION	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	Negotiated multi-year	\$25,500	\$12,500	\$10,500	\$4,500	\$2,500	\$2,000
Availability	1	1	Unlimited	1	Unlimited	1	Unlimited
Sponsor logo (linked) on award webpage	Exclusive						
Sponsor logo on award video presentation	Exclusive						
Seats at the event head table	2 seats						
Complimentary event tickets	1 table (10 tickets)	1 table (10 tickets)	5 tickets	3 tickets	1 ticket		
VIP Reception tickets (private event)	12 tickets & co-host	10 tickets	5 tickets	3 tickets	1 ticket	1 ticket	1 ticket
Sponsor logo (linked) on event webpage	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo included in CCAB event marketing materials	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo (linked) on e-newsletters and e-event reminders	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor Logo in CCAB Aboriginal Business Report – 5000 distribution	Distinct	Most prominent	Prominent	•	•	•	•



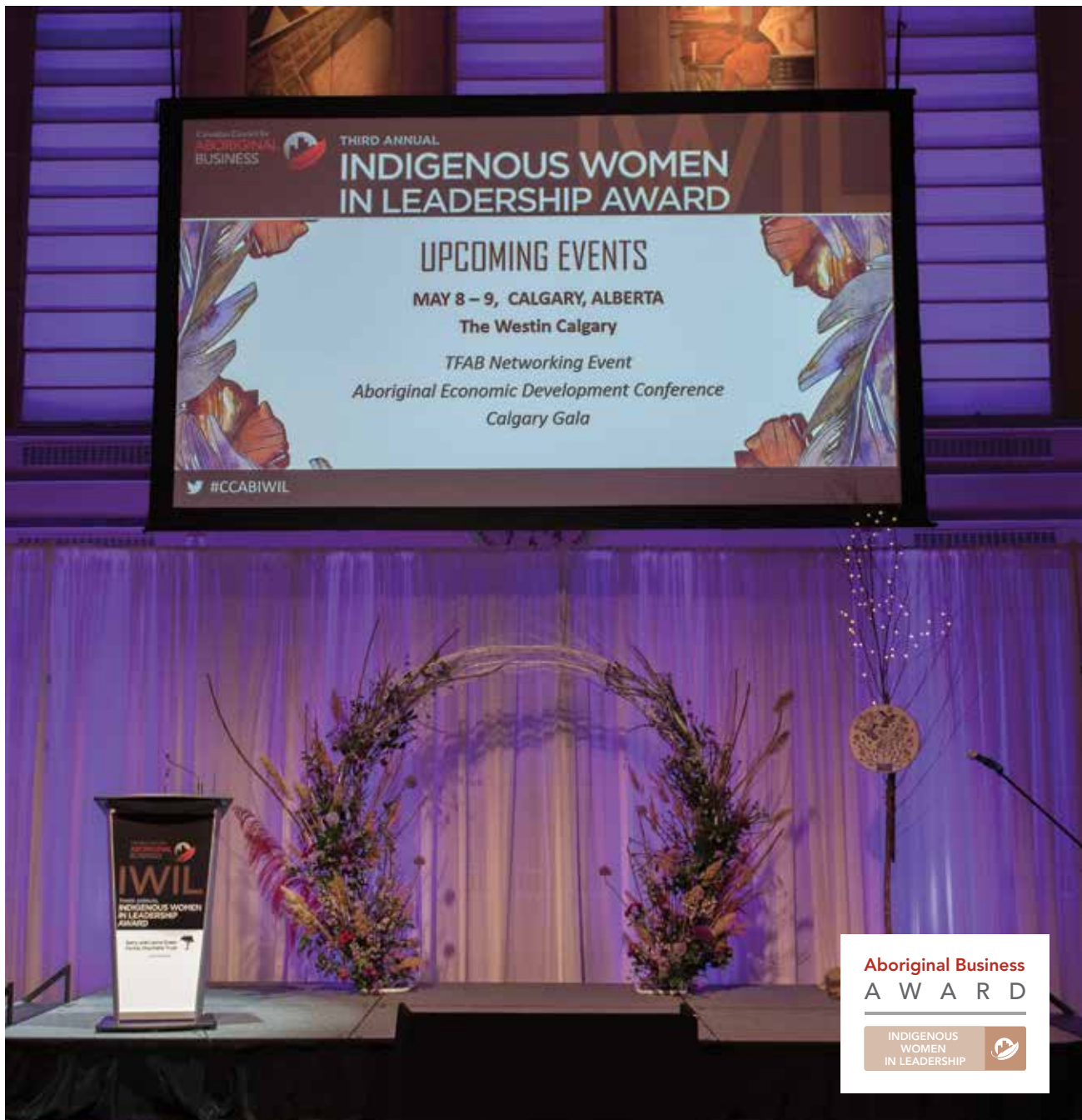
## Events & Award Sponsorship

SPONSORSHIP LEVEL	AWARD	LEAD	SUPPORTING	NETWORKING RECEPTION	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	Negotiated multi-year	\$25,500	\$12,500	\$10,500	\$4,500	\$2,500	\$2,000
Availability	1	1	Unlimited	1	Unlimited	1	Unlimited
Sponsor logo on cover of event program		•					
Key role with CCAB in facilitating the award recipient selection	•						
Sponsor ad in event program	1 page	1 page	½ page	¼ page			
Sponsor logo in event program	Exclusive page with Award winner	Most prominent	Prominent	•	•	•	•
Exclusive opportunity to address Gala attendees	•	•					
Sponsor logo on event signage	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo on table cards	Distinct	Most prominent	Prominent	•			
Sponsor logo on cocktail napkins				•			
Sponsor logo on coat check signage						•	
Sponsor logo on coat check tickets						•	

## Events & Award Sponsorship

SPONSORSHIP LEVEL	AWARD	LEAD	SUPPORTING	NETWORKING RECEPTION	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	Negotiated multi-year	\$25,500	\$12,500	\$10,500	\$4,500	\$2,500	\$2,000
Availability	1	1	Unlimited	1	Unlimited	1	Unlimited
Sponsor logo on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	Dedicated slide	•	•	•
Recognition by host from podium	•	•	•	•	•	•	•
Social media mentions Min. 2	•	•	•	•	•	•	•
Recognition on Twitter wall at Gala	•	•	•	•	•	•	•





## Indigenous Women in Leadership (IWIL)

The IWIL event is relatively new, 2020 will be its 4th year. The event usually occurs in the spring, in Toronto. It celebrates successful, accomplished and committed Indigenous women. Role models that empower and inspire others. IWIL is an evening of entertainment and honours the recipient of the annual IWIL award – a national award that serves as a platform to the future.

## Indigenous Women in Leadership (IWIL) Award & Event Sponsorship

SPONSORSHIP LEVEL	AWARD	LEAD	NETWORKING RECEPTION	SUPPORTING	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	Negotiated multi-year	\$25,500	\$10,500	\$7,500	\$4,500	\$2,500	\$2,000
Availability	1	1	1	Unlimited	Unlimited	1	Unlimited
Sponsor logo (linked) on award webpage	Exclusive						
Sponsor logo on award video presentation	Exclusive						
Complimentary event tickets	5 tickets	5 tickets	3 tickets	2 tickets	1 ticket	1 ticket	1 ticket
VIP Reception tickets (private event)	5 tickets & co-host	5 tickets	3 tickets	2 tickets	1 ticket	1 ticket	1 ticket
Sponsor logo (linked) on event webpage	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo included in CCAB event marketing materials	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo (linked) on e-newsletters and e-event reminders	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor Logo in CCAB Aboriginal Business Report – 5000 distribution	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo on cover of IWIL program		•					

## Indigenous Women in Leadership (IWIL) Award & Event Sponsorship

SPONSORSHIP LEVEL	AWARD	LEAD	NETWORKING RECEPTION	SUPPORTING	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	Negotiated multi-year	\$25,500	\$10,500	\$7,500	\$4,500	\$2,500	\$2,000
Availability	1	1	1	Unlimited	Unlimited	1	Unlimited
Key role with CCAB in facilitating the award recipient selection	•						
Sponsor ad in IWIL program	1 page	1 page	½ page	¼ page			
Sponsor logo in IWIL program	Exclusive page with Award winner	Most prominent	Prominent	•	•	•	•
Exclusive opportunity to address IWIL attendees	•	•					
Sponsor logo on event signage	Distinct	Most prominent	Prominent	•	•	•	•
Sponsor logo on table cards	Distinct	Most prominent	Prominent	•			
Sponsor logo on cocktail napkins			•				
Sponsor logo on coat check signage						•	
Sponsor logo on coat check tickets						•	
Sponsor logo on projection screens	Dedicated slide	Dedicated slide	Dedicated slide	Dedicated slide	•	•	•



## Indigenous Women in Leadership (IWIL) Award & Event Sponsorship

SPONSORSHIP LEVEL	AWARD	LEAD	NETWORKING RECEPTION	SUPPORTING	SPONSOR	COAT CHECK	CONTRIBUTOR
Sponsorship Fee	Negotiated multi-year	\$25,500	\$10,500	\$7,500	\$4,500	\$2,500	\$2,000
Availability	1	1	1	Unlimited	Unlimited	1	Unlimited
Recognition by host from podium	•	•	•	•	•	•	•
Social media mentions – Min. 2	•	•	•	•	•	•	•
Recognition on Twitter wall at event	•	•	•	•	•	•	•



## Forward Summit

CCAB's Aboriginal Economic Development Conference has transitioned to the **Forward Summit** as we begin a new partnership that allows these premiere events to collaborate and provide an even larger platform for the voices of Economic Reconciliation. In addition, Forward Summit will include CCAB's annual **Calgary Gala**, an evening event of entertainment and celebration that honours the recipient of the Aboriginal Economic Development Corporation award.

Held in the spring, the second annual Forward Summit, April 28-29, 2020 includes two full days of workshops. In 2019, the summit featured an engaging lineup of 100+ speakers, an extensive list of exhibitors, and supported networking opportunities with representation of over 40 communities, 100s of businesses in major industries.

The new collaboration between CCAB and Forward Summit represents a unique occasion for a professional,

open environment that allows Indigenous communities, industry and organizations to share, learn and build relationships. Forward Summit helps to advance partnerships and opportunities through gathering and sharing information on Aboriginal business, which is key to growing the future of the Indigenous economy, building wealth, and prosperity.

Spring in Calgary now marks an important time for Aboriginal and non-Aboriginal businesses, communities, thought leaders, and changemakers to come together and participate in a national conversation about the economy, about potential, and moving forward.

This is the event that listens and implements new initiatives based on your conversations and valuable input – the event that helps to promote change and growth – the event you don't want to miss!

**Sponsorship Opportunities** visit [ForwardSummit.ca](https://ForwardSummit.ca) for information about how you can sponsor and align your organization with a premier event that draws national support from Indigenous businesses and communities.



## TFAB Networking Event Sponsorship

Tools and Financing for Aboriginal Business (TFAB) networking events are held in conjunction with CCAB's Gala events (Toronto, Calgary) as well as the Indigenous Women in Leadership event in Toronto and other occasions in Quebec, Saskatchewan and Atlantic provinces throughout the year. TFAB events:

- are free to CCAB members and provide valuable networking opportunities between a variety of corporations and Aboriginal businesses;
- create a space for Aboriginal entrepreneurs to connect with like-minded peers;
- provide opportunities to learn more about what it takes to succeed as an entrepreneur from special guest speakers.

SPONSORSHIP LEVEL	LEAD	SUPPORTING	CONTRIBUTOR
Sponsorship Fee	\$10,000	\$5,000	\$2,500
Availability	1	unlimited	unlimited
Sponsor logo (linked) on event webpage	Most prominent	Prominent	•
Sponsor logo on event signage	Most prominent	Prominent	•
Recognition by host from podium	•	•	•
Complimentary Event Registration	•	•	•
Sponsor logo in CCAB Aboriginal Business Report – 3000+ distribution	Most prominent	Prominent	•
Exclusive opportunity to address event attendees	10 minutes	5 minutes	
Sponsor logo included in event marketing materials	Most prominent	Prominent	
Sponsor recognition (linked) in e-news and e-event reminders	Most prominent	Prominent	
Social media mentions	•	•	

## CCAB Research Event Sponsorship

CCAB Research events provide our sponsors with a unique opportunity, offering exposure and a chance to connect with Indigenous entrepreneurs and government and corporate influencers. Research events occur across the country throughout the year and include occasions such as roundtable discussions, report launches, and large events. Your generous contributions support meaningful partnerships and cutting-edge insight into the Indigenous economy.

SPONSORSHIP LEVEL	LEAD	SUPPORTING	CONTRIBUTOR
Sponsorship Fee	\$10,000	\$5,000	\$2,500
Availability	1	unlimited	unlimited
Sponsor logo (linked) on event webpage	Most prominent	Prominent	•
Sponsor logo on event signage	Most prominent	Prominent	•
Recognition by host from podium	•	•	•
Sponsor logo in CCAB Aboriginal Business Report – 3000+ distribution	Most prominent	Prominent	•
Exclusive opportunity to address event attendees	10 minutes	5 minutes	
Sponsor logo included in event marketing materials	Most prominent	Prominent	
Sponsor recognition (linked) in e-news and e-event reminders	Most prominent	Prominent	
Social media mentions	•	•	
Seat at the head table (if applicable)	1	1	
Sponsor logo on event projection screens	Dedicated slide		



# PROGRESSIVE ABORIGINAL RELATIONS (PAR)

Value and Benefits



## Why Progressive Aboriginal Relations?

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 performance areas; 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.

### Benefits Overview

#### PAR WAS DESIGNED TO BENEFIT BOTH COMPANIES AND COMMUNITIES.

The PAR framework evaluates companies on four performance areas known as the PAR drivers, which are designed to ensure comprehensive business engagement with a community. The four PAR drivers are Leadership Actions, Employment, Business Development, and Community Relationships. Companies recognize the importance of Aboriginal participation in the Canadian economy and demonstrate their commitment to working across cultures.

### Benefits to PAR Companies

#### HOW DOES BECOMING PAR CERTIFIED BENEFIT MY COMPANY?

Canada is experiencing a new social and political environment as it pertains to Aboriginal people. Aboriginal issues are top of mind for the Canadian public, more than any other time in history. Considering this new social reality, more and more Canadian businesses are becoming interested in the opportunities of working with Aboriginal people. The experiential growth of Aboriginal entrepreneurialism reveals a sophisticated and ambitious businessperson that is looking to partner, collaborate and succeed. Couple this with the groundswell of international support for Corporate Social Responsibility (CSR) and sustainability, and it is easy to see the future is bright for Aboriginal business.

CCAB is strategically positioned to have an impact on facilitating positive and sustainable relations between the business sector and Aboriginal business communities.

PAR is the premier certification program of its type in the world, assisting companies achieve greater

results. PAR evaluates current programs and helps guide the development of new and effective programs. In short, PAR is both an opportunity to reflect on your own values as a company and demonstrate your commitment to working across cultures.

### Competitive Advantage

PAR certification is a competitive advantage in establishing your reputation in CSR. PAR certified companies are leading corporate citizens that have proven the business case for sustainable Aboriginal relations. PAR certification differentiates an organization from its competitors.

Companies can raise their profile and promote their Aboriginal relations success with the use of the PAR logo through mediums such as:

- Company letterhead, envelopes, faxes and other stationary
- Company promotional materials, including recruitment, and marketing materials
- Company website and providing links to CCAB's PAR webpage
- Annual, CSR and sustainable report
- Business cards
- Advertisement such as print, online, radio, or television
- Email signature
- Promotional items distributed at Aboriginal tradeshow

### Relationship Building

PAR companies with effective Aboriginal relations, that practice continual improvement and have good community feedback processes in place, are in good position to receive greater certainty for their operations.

#### LEADERSHIP AND EMPLOYEES OF PAR COMPANIES DEVELOP AN INCREASED UNDERSTANDING OF ABORIGINAL CULTURE, TRADITION AND VALUES

PAR certified companies provide a public demonstration of their commitment to progressive Aboriginal relations. More specifically, the companies are:

- Good business partners
- Great places to work
- Committed to prosperity in Aboriginal communities

### STRATEGIC PLANNING, EMPLOYMENT AND PROCUREMENT OPPORTUNITIES

The PAR framework is a management tool that involves vision, principles, policy, strategies, goals, targets, and action plans.

- Targets and action plans are tracked, monitored and measured to assess levels of achievement
- There is access to a local fast growing and comparatively young Aboriginal labor market
- PAR companies are externally verified through interviews to obtain an outside perspective within the four PAR drivers.



## Benefits to Aboriginal Communities

### HOW DOES PARTNERING WITH A PAR CERTIFIED COMPANY BENEFIT YOUR COMMUNITY?

PAR makes it easier to identify which companies would make good business partners. If you see that a company is PAR certified, you can be confident knowing that they have undergone a lengthy reporting process and have been evaluated by a jury of Aboriginal business professionals.

## Economic and Business Development Opportunities

PAR companies are required to maintain or improve upon their key performance areas resulting in increased:

- Employment opportunities including recruitment, retention, advancement
- Education, training and skill development opportunities
- Business development, contracting opportunities
- Preferential procurement initiatives
- Understanding of industry and corporate Canada
- Mentorship and capacity building to support the overall Aboriginal business community
- Establishment of agreements, joint ventures and partnerships
- Investment in Aboriginal business communities including scholarships, bursaries and apprenticeships

## PAR Assurance

PAR companies are certified at the committed level, bronze, silver or gold levels. PAR companies undergo an independent external verification and juried review of their performance in Aboriginal relations, which provides a high level of assurance to communities that a certified company is committed to the prosperity of Aboriginal communities, businesses, and individuals.

PAR assurance is derived from the following:

- CCAB has been certifying leadership in Aboriginal relations for over a decade
- PAR verification provides an independent opinion of the level of performance of companies
- The Aboriginal community (leaders, business owners, and labor force) look for the PAR logo to demonstrate leadership in improving economic wealth in Aboriginal communities
- PAR is part of a management toolkit to support corporate Canada's response to the increased significance of Aboriginal business and communities to the economic prosperity of Canada
- PAR is the premier certification program of its type in the world

## Attend a PAR Information Webinar (2020)

FROM 12:00 PM EST TO 1:30 PM EST

Wednesday, January 15	Wednesday, July 15
Wednesday, February 19	Wednesday, August 12
Wednesday, March 18	Wednesday, September 16
Wednesday, April 15	Wednesday, October 14
Wednesday, May 13	Friday, November 13
Wednesday, June 17	

# Program Fees

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



# Current PAR Companies and Levels

## Gold Level PAR



**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



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



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



**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



## PAR Committed Level

### CURRENT COMMITTED LEVEL COMPANIES



To learn more about PAR or become a CCAB member, please visit our website at [www.ccab.com/par/](http://www.ccab.com/par/) or contact the CCAB office in Toronto at 416.961.8663

**Already a CCAB member?** Contact the CCAB office and we can help you begin the process of becoming PAR Certified.

**Luanne Whitecrow**  
Director, PAR Program

416-961-8663 x231 • [lwhitecrow@ccab.com](mailto:lwhitecrow@ccab.com)

**Brenda Thwaites**  
PAR Program Coordinator

416-961-8663 x248 • [bthwaites@ccab.com](mailto:bthwaites@ccab.com)



## TOOLS & FINANCING FOR ABORIGINAL BUSINESS (TFAB)

CCAB Members Coming Together  
to Enhance Aboriginal Entrepreneurship

## CCAB Members Coming Together to Enhance Aboriginal Entrepreneurship

TFAB provides Aboriginal entrepreneurs practical business tools, expertise, training and networks, enabling these entrepreneurs to strengthen and grow their businesses. Through TFAB, Aboriginal businesses and entrepreneurs have access to:

- A growing library of practical business tools and resources
- Business skills development podcasts
- 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.



## Contributor Tools

CCAB invites members to provide TFAB branded tools and documents that can be uploaded on the TFAB portal, (and later) downloaded by Aboriginal businesses across Canada. Tools can be a simple word document, template or checklist, to something more interactive like a loan calculator tool, or formatted excel document. Assets provide knowledge sharing opportunities and often lead to personal connections through the tool user and tool provider. Contributors of tools are recognized in the CCAB e-newsletter.

### TFAB Program Sponsorship Opportunities

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 business skills development podcasts. Program sponsors also have the benefit of hosting TFAB networking events, which provide valuable recognition, exposure, and the opportunity to engage and address the event participants.

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, marketing collateral, podcasts, 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

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

## TFAB Program Sponsorship & Benefits

SPONSORSHIP LEVEL	TFAB "POWERED BY" PARTNER	BUSINESS FUNCTION PARTNER
Sponsorship fee	\$20,000	\$12,500
Availability	1	6
Sponsor name and logo CCAB 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., finance)
Right to create and be recognized on a TFAB podcast	Create TWO (2) podcasts	Create ONE (1) podcast related to the sponsored TFAB business function (e.g., legal & regulatory)



## TFAB Program Sponsorship & Benefits

SPONSORSHIP LEVEL	TFAB "POWERED BY" PARTNER	BUSINESS FUNCTION PARTNER
Sponsorship fee	\$20,000	\$12,500
Availability	1	6
Right to host and give remarks at TFAB networking events for Aboriginal entrepreneurs	Host TWO (2) events	Host ONE (1) event
Sponsor recognition at TFAB networking events	Every networking event	Networking event related to sponsored TFAB business function (e.g., human resources)
Volunteering opportunities for sponsor's employees at networking events	Every networking event	Networking event related to sponsored TFAB business function (e.g., marketing & communications)
Sponsor name and logo on registration sites and confirmation emails for TFAB networking events	Every TFAB networking event	Networking event related to sponsored TFAB business function (e.g., operations)
Recognition of sponsor in social media posts and CCAB e-newsletter	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



# RESEARCH

The future of Canada's economy is Indigenous

CCAB Research is Canada's leading Indigenous research institution. CCAB transforms information – to insights – to action, driving economic development and policy change for Indigenous Peoples from coast to coast to coast.

### WHAT WE DO:

CCAB Research is impact focused, providing policy recommendations for all levels of government, Aboriginal and non-Aboriginal businesses, academia and communities. Our organization houses the most extensive list of Aboriginal-owned businesses in Canada, by sector and geography.

Our team provides custom-designed research projects to suit your individual needs. Currently, CCAB research provides existing data analysis, and collects qualitative and quantitative data to report on the size and scope of the Indigenous economy as related to:

- Procurement of Aboriginal businesses;
- Indigenous trade and export;
- Indigenous participation in technology, innovation and the future of work;
- Community economic development;
- And various other region and sector specific topics.

CCAB Research continuously strives to support Indigenous communities and companies in Canada. Our work is used to develop policies and programs for federal and provincial governments and corporate Canada. Identifying how Aboriginal businesses can take part in your supply chains, making meaningful connections through networking events, and developing customized business lists of relevant Aboriginal companies are just a few ways our research can help unlock your organization's potential. Our goal is to assist in fostering meaningful relationships with Indigenous peoples, businesses, and communities for your organization.

## What CCAB Research can do for you:

Market Intelligence

Public Policy

Academic Thought Leadership





Following the trail of Aboriginal business success and opportunity



In summer 2018, CCAB Research conducted in-person interviews with Indigenous community and business leaders in over 100 Indigenous communities across Canada. This comprehensive approach to research provided in-depth insights into on-reserve and urban Indigenous economies. The purpose of this study was to determine what drives economic

prosperity in Indigenous communities and the agents of change. The information gathered informed three interconnected reports describing the characteristics of economic development corporations, community approaches to economic growth, and the social and community benefits of Aboriginal business development. The reports launch in late 2019.

With this relevant and timely research, CCAB Research hopes to address the following questions:

- What impact does each economic institution have on each other and how do they contribute
- What is the vision for economic development as told by community and business leaders? What are the social impacts of increased economic activity?

## 2018-2019 Milestones

2019	<p><b>Industry and Inclusion: An Analysis of Indigenous Potential in Federal Supply Chains</b></p> <p><i>Funder: Crown-Indigenous Relations and Northern Affairs Canada (CIRNAC)</i></p> <p>CCAB's Industry and Inclusion research provided comparative analysis of Aboriginal business capacity to meet Government of Canada procurement needs. The report, released in May 2019, found that Aboriginal businesses can currently meet one-quarter (24.2%) of all Federal procurement needs – greatly exceeding the recommended government-wide target of 5%.</p>	<p><b>Indigenous-Owned Exporting Small and Medium Enterprises in Canada</b></p> <p><i>Funder: Global Affairs Canada (OCE-GAC)</i></p> <p>In partnership with the Office of the Chief Economist of GAC, CCAB released a joint publication on National Indigenous Peoples Day entitled, <i>Indigenous-owned Exporting Small and Medium Enterprises (SMEs) in Canada</i>. This report reviews the characteristics of Indigenous SMEs involved in trade and identifies opportunities for enhanced federal policy and program design to support Aboriginal business performance in international markets.</p>	<p><b>Digital Directions: Towards skills development and inclusion of Indigenous Peoples in the new economy</b></p> <p><i>Funder: Tata Consultancy Services (TCS)</i></p> <p>Following the success of the CCAB-TCS interactive workshop held in April 2018, CCAB and TCS produced a joint report on increasing opportunities for Aboriginal businesses, workers and students in STEM industries. The report launched at the Forward Summit in Calgary in February 2019.</p>
2018	<p><b>Special Call: Indigenous Research Capacity and Reconciliation—Connection Grants</b></p> <p><i>Funder: Social Sciences and Humanities Research Council (SSHRC)</i></p> <p>CCAB accepted two SSHRC Connection Grants designed to strengthen Indigenous research capacity based on the Truth and Reconciliation Commission of Canada's (TRC) Call to Action #65. The grants support a series of roundtables to help characterize 1) the Indigenous innovation ecosystem and 2) Trustees and Management process of Indigenous trusts. CCAB attended the Tri-Council's National Dialogue in Ottawa in March 2019 to share ways to improve public support for the Indigenous research enterprise.</p>		
	<p><b>Skills for the Future: Access &amp; Opportunities for Indigenous Leaders</b></p> <p><i>Funder: Tata Consultancy Services (TCS)</i></p> <p>The interactive workshop brought together Indigenous entrepreneurs in the Science, Technology, Engineering and Math (STEM) fields from across Ontario, as well as diverse stakeholders in banking, education and training, public office, social services, and technology, to participate in lively breakout sessions and a plenary discussion to report back to the group the findings of the day. The focus of the workshop centered around increasing Indigenous participation in education and employment related to STEM.</p>		

## Research Activities Menu

PRODUCT	DESCRIPTION	PRICE*
<b>Business List:</b> CCAB Research can provide targeted selections from our comprehensive Aboriginal business directory to aid in fulfilling supply chain and business development needs.	<ul style="list-style-type: none"> <li>Targeted list of 10-25 firms according to relevant sector and location needs</li> <li>Approx. 10,000 Aboriginal business names, including contact information</li> </ul>	\$3,000-5,000
<b>Roundtable &amp; Forum:</b> CCAB 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.	<ul style="list-style-type: none"> <li>Pricing based on theme, sector, and location requirements</li> <li>Participants can include Indigenous entrepreneurs and business professionals, corporate sector, government, think tanks and academic leaders</li> <li>20-45 guests</li> </ul>	\$15,000-45,000
<b>Large Event:</b> CCAB can provide options for large-scale events with a guest list of 80-120 guests, including members of the Aboriginal business, corporate sector and academia. 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.	<ul style="list-style-type: none"> <li>Pricing based on theme or objective, sectors, and location</li> <li>Fees include: event planning, logistics, speaker recruitment, branding and event promotion, day-of execution, etc.</li> <li>Attendee recruitment from CCAB's Aboriginal business, corporate and government networks</li> <li>High profile speakers and industry experts</li> <li>80-120 guests</li> </ul>	\$60,000-150,000
<b>Preliminary Research Report:</b> 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. Research reports are typically completed within 4 to 6-month timelines and include a minimum of 30 participants.	<ul style="list-style-type: none"> <li>Preliminary research providing analysis of existing CCAB data on Indigenous entrepreneurs, Economic Development Corporations, Community Leadership, etc. or collecting new information through selected methodology, research questions and goals</li> <li>Report to include data analysis and qualitative input (10-15 pages)</li> </ul>	\$25,000-40,000
<b>Comprehensive Research Report:</b> CCAB can provide more 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. Research reports are typically completed in a 10 to 12-month period and include a minimum of 50 participants.	<ul style="list-style-type: none"> <li>Extensive Research Report with large sample size, in-depth analysis and additional case studies depending on theme</li> <li>Cost includes research, analysis, report drafting, marketing and communications, research promotion and report launch depending on funder requirements</li> <li>Report to include in-depth quantitative and qualitative analysis and case studies (20+ pages)</li> </ul>	\$40,000-130,000

\* All prices shown above are based on average size of CCAB projects. Budgets are flexible to meet client needs and will differ based on scope, timeline and deliverables.



Partners



Indigenous and Northern Affairs Canada

Affaires autochtones et du Nord Canada



Global Affairs Canada

Affaires mondiales Canada



SSHRC CRSH

Social Sciences and Humanities Research Council of Canada  
Conseil de recherches en sciences humaines du Canada



Employment and Social Development Canada

Emploi et Développement social Canada



engineers without borders  
ingénieurs sans frontières  
Canada



Innovation, Science and Economic Development Canada

Innovation, Sciences et Développement économique Canada



**TD Bank Financial Group**



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for RESEARCH & EDUCATION



Alberta Energy Regulator



Public Services and Procurement Canada



VIA Rail Canada



# Supply Change

“When companies involve Indigenous communities and Aboriginal businesses in their projects, they provide an opportunity for that business to grow and contribute to their community, and the companies, in turn, secure access to a skilled local workforce ready and eager to work. In fact, CCAB research recently published a report with Global Affairs Canada that underscored how sophisticated and engaged the Indigenous business community is in the national and global economy. However, with over 50,000 Aboriginal businesses in Canada, we need leadership like CCAB’s Aboriginal procurement initiative, Supply Change, where our procurement champions open their supply chains to Indigenous entrepreneurs. A stronger Indigenous economy means a stronger Canada.”

– JP Gladu, President & CEO, Canadian Council for Aboriginal Business (for Industry West magazine)

Aboriginal Procurement Strategy

# Supply Chains Supply Change

Aboriginal procurement is an important driver of economic reconciliation and development for Aboriginal communities due to the revenue procurement generates for Aboriginal businesses as well as the relationships formed through corporations and governments establishing procurement agreements with Aboriginal businesses.

**Supply Change**, CCAB's 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 facilitating procurement opportunities as another key element of economic reconciliation.

**Supply Change** aims to develop both the largest membership in Canada of corporations committed to Aboriginal procurement and largest online directory of Certified Aboriginal Businesses as well as:

- 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; and
- Eliminate barriers Aboriginal businesses face when engaging in corporate and Government supply chains.

**Supply Change** is comprised of various pillars including the following:

1. Aboriginal Procurement Champions
2. Certified Aboriginal Businesses
3. Aboriginal Procurement Marketplace



“Supply Change is all about building robust supplier networks and advancing economic reconciliation. I am honoured to be named Co-Chair and look forward to supporting the continued, rapid expansion of this exciting procurement initiative. The incredible success of Supply Change underscores the exceptional talent of Indigenous entrepreneurs and the power of partnerships with Aboriginal businesses.”

– Sean Finn, Executive Vice-President Corporate Services and Chief Legal Officer, CN

### 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 supplies. 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.

In May 2019, Sean Finn, Executive Vice-President Corporate Services and Chief Legal Officer of CN took over the reigns as Co-Chair. Mr. Finn succeeded Mark Little, CEO of Suncor, who served as the first Co-Chair when the initiative launched in May 2018.

For more information on how to become an Aboriginal Procurement Champion, please visit [www.supplychange.ca](http://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.

### Aboriginal Procurement MARKETPLACE

The Aboriginal Procurement Marketplace is an online portal that acts as a two-way directory between CAB companies and representatives from the Aboriginal Procurement Champions. All CAB companies have a marketing profile that can be searched by Champion companies when they are looking to go out to market on bids. In turn, each Champion provides

an internal procurement representative that will be identified in the marketplace for CAB's to reach out to. One of the key elements of the portal is that Champions will be able to post mid-level procurement opportunities to connect Aboriginal businesses to opportunities they are seeking that aren't available on conventional procurement platforms.

# The Aboriginal BUSINESS REPORT

A CCAB PUBLICATION

Canadian Council for  
**ABORIGINAL**  
BUSINESS



## CALLING ALL CHAMPIONS

CCAB LAUNCHES STRATEGY TO SUPPLY CHANGE

**SUPPLY-SIDE SUCCESS**

HOW ABORIGINAL BUSINESSES ADD VALUE

## CCAB COMMUNICATION OPPORTUNITIES



## Communication Opportunities

### Aboriginal Business Report

CCAB produces three editions of a magazine called the *Aboriginal Business Report* (ABR), which covers various business topics relevant to Aboriginal communities across Canada. The ABR 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. In every issue, we focus on a critical area of development.

Visit here <link: <https://www.ccab.com/news/aboriginal-business-report/>> to read past editions and/or to be placed on our distribution list.

### Advertising in Aboriginal Business Report

The ABR provides informative editorial content and exposure to a widespread scope of companies and individuals across the industry and the country.

The magazine is distributed to attendees of all CCAB's major events and annual galas, members of government, Aboriginal student centres, post-secondary institutions, Indigenous communities and organizations, corporations, CCAB members, etc. With a distribution of 5000 and growing, target audience extends to key industry personnel, thought leaders, professionals and organizations including Canada's fortune 500 companies.

### Bonus - 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](mailto:nanciep@mediaedgepublishing.com) or at 1-866-201-3096





## CCAB E-Newsletter

### Getting the word out

CCAB's marketing team promotes CCAB members, event sponsors, and the important work being done to elevate Indigenous businesses in Canada. By developing a strategic, research-based approach to activities.

Using our CCAB e-newsletter as a vehicle to drive our message helps to facilitate opportunities and business relationships. It is published monthly and has a distribution of over 5,000 including CCAB members, Aboriginal businesses, communities, and companies operating in Canada.

CCAB members are offered one complimentary member profile/advertorial to be featured in an edition of the e-newsletter. CCAB members are also offered a discount on an advertising package to promote their company in the enews.

### 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
- Member profiles
- Certified Aboriginal Businesses (CAB)
- Progressive Aboriginal Relations (PAR) companies
- Supply Change – Aboriginal Procurement Champions - Marketplace
- Research projects
- Nomination & awards opportunities
- Tools and Financing for Aboriginal Business (TFAB)
- Success stories...and more

### UPCOMING CCAB EVENTS:

- Event sponsorship opportunities
- Forward Summit, IWIL, TFAB and PAR events

### NEWS:

- CCAB and members in the news
- External industry news

### FOR MORE INFORMATION, PLEASE CONTACT:

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



## Notes





## CCAB

202 - 2 Berkeley Street, Toronto, ON, M5A 4J5

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## Contact:

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

Our office, located in Toronto, Ontario, has extensive outreach across the nation and beyond. We are governed by a voluntary Board of Directors that are representative of our membership as patrons, Aboriginal business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

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.

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