



THE HEABCs

HEALTHCARE EMPLOYEE RELATIONS
AWARDS OF BRITISH COLUMBIA

SPONSORSHIP OPPORTUNITY

Presented by the Health Employers Association of BC, the HEABCs recognize human resource and labour relations professionals who work with employers and health care professionals to create workplaces that support the delivery of high-quality health care. Originally launched in 2007 as the BC Health Care Awards, the program is being re-launched in 2024 with a focus consistent with HEABC's core mandate.

The awards will be presented this fall. Date and location to be announced.

Why sponsor?

The HEABCs are a positive and exciting event that presents a rare opportunity to reach a wide audience of health leaders and decision-makers. Promotion through online employer newsletters and other formats can reach a potential audience of more than 100,000 health care leaders and difference-makers.

Sponsorship categories

Two awards will be presented per category, one to an affiliate and one to a health authority.

1. Leading Practices: Diversity, Equity and Inclusion (DEI)

A project, initiative or practice that has addressed and/or improved diversity, equity and inclusion (DEI) in the workplace, not only for health care staff, but also to better serve patients, clients and residents. Examples include indigenous specific anti-racism, de-colonialization, ageism, LGBTQIA2S+, antisemitism and homophobia.

2. Leading Workplace Health and Safety Practices

A project, initiative or practice that supports or improves the health and safety of health care workers and aligns with the Canadian Standards Association (CSA) for occupational health and safety and psychological health and safety in the workplace.

3. Leading Human Resource and/or Labour Relations Practices

A project, initiative or practice that supports effective, innovative and collaborative human resource and/or labour relations practices.

Benefits of sponsoring	Gold level \$5,900	Blue level \$4,500	Brown level \$1,750
Tickets to awards presentation	Table of 10	5 seats	2 seats
Naming opportunity "award category supported by [name]"	*		
Name in winner videos shown at presentation and posted on YouTube	*		
First right of refusal for sponsorship award category for next year's awards	*		
Verbal recognition by emcee at awards presentation	*	*	
Link to your website and logo on HEABC's website for one year	*	*	
On-screen logo recognition at awards presentation	*	*	*
Logo in awards souvenir program	*	*	*
Recognition on HEABCs social media (X, Facebook, Instagram, YouTube)	*	*	*
Recognition in HEABC online & print publications	*	*	*

Contact info

Jacqueline Wong
Communications Coordinator
Jacqueline.Wong@heabc.bc.ca

Visit the awards section on heabc.bc.ca
for Terms & Conditions