



THE
HEABC_s



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SPONSORSHIP
OPPORTUNITY

Presented by the Health Employers Association of BC, the Healthcare Employee Relations Awards of BC (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.

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.

CATEGORIES

Two HEABC Awards will be presented per category: one to an Affiliate and one to a Health Authority. In addition, Awards of Merit will also be presented to recognize outstanding achievements.

1

LEADING PRACTICES: DIVERSITY, EQUITY & 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, anti-ageism, LGBTQIA2S+, antisemitism and anti-homophobia.

2

LEADING WORKPLACE HEALTH & 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

- ✦ Assigned table for eight guests at awards presentation
- ✦ Dedicated category sponsorship
- ✦ Verbal and visual recognition during awards presentation
- ✦ Recognition on YouTube videos
- ✦ Logo advertisement on all promotional mediums (program/social media/website)
- ✦ Link to organization's website on awards website for one year
- ✦ Recognition on HEABC's print publications/online
- ✦ First right of refusal for sponsorship award category for the following year

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