



Recognizing companies & individuals moving the dial on disability inclusion in the workplace.



Untapped Award Sponsorship Opportunities



This program has been designed to meet WCAG 2.0 standards and guidelines, albeit with some limitations. To provide suggestions on how we can enhance this program, please send your feedback to info@opendoorgroup.org.

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Organizers



Open Door Group is a non-profit organization with a mission to foster well-being for all by opening doors to sustainable and meaningful employment. As one of BC's largest employment service providers, Open Door Group connects thousands of job seekers with employers each year. Since 1976, we've operated on the fundamental belief that all people have the ability to succeed, and this year, we're proud to celebrate the Untapped Workplace Inclusion Awards as a recognition of individuals and businesses that are moving the dial in disability inclusion.

Learn more at: www.opendoorgroup.org



The Community of Accessible Employers (CAE) is an open and entirely free network for employers who are committed to inclusion in the workplace. In 2018, the Presidents Group launched the CAE, which gives employers beyond the 25 appointed members the chance to join the movement to accessible employment and access individualized support from the staff members. The CAE currently provides employer-focused tools, resources, and access to training and events for BC employers on how to effectively recruit, hire, and retain employees with disabilities.

Learn more at: accessibleemployers.ca

CAN WiN

Delivered in partnership with Open Door Group, Canadian Partners in Workforce Innovation (CAN WiN) offers inclusive recruitment, retention, training and consulting services for employers in British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario. CAN WiN is an innovative recruitment approach helping employers meet workforce needs and connecting people with disabilities to employment. CAN WiN recruits for employers who are intentional about their inclusive hiring commitments. Starting with job openings, CAN WiN team reaches out to a network of supportive employment service agencies to source candidates on behalf of employers. Since 2015, the team has helped employers to develop effective inclusive hiring and retention strategies, hire diverse talent through job matching services, build capacity within organizations to be more inclusive through training, connect people to well-paying, long term career opportunities, research, identify, and share inclusive employment best practices.

Learn more at: canadianpartnerswin.ca

About Untapped

The annual **Untapped Workplace Inclusion Awards** celebrate BC's most diverse and inclusive workplaces. These individuals and companies are leading the way in diversity and inclusion, by tapping into the strengths and talents of persons with disabilities, opening doors to sustainable and meaningful employment.

The Untapped Awards Celebration event is held on the ancestral and unceded territories of the skwxwú7mesh, xʷməθkʷəy̓əm, and səliłwətaʔ peoples. We extend our sincere thanks, deep respect, and utmost honor to our hosts, who have been stewards of these lands since time immemorial.

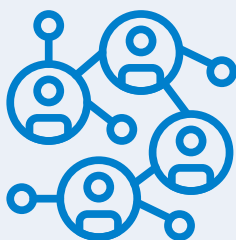


Sponsor Untapped Awards



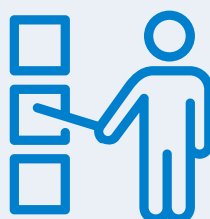
Showcase commitment to workplace diversity, inclusion, and accessibility

By supporting the awards that promote diversity, inclusion, and accessibility, your organization can demonstrate a strong commitment to these values. This will help to enhance your reputation among customers, employees, and communities.



Networking opportunities

Sponsoring our awards gives you an opportunity to connect with other organizations and industry leaders who are also committed to diversity, inclusion, and accessibility to build relationships that can benefit your organization.



Learn best practices and strategies

Sponsoring our awards provides an opportunity for your team to learn about best practices and strategies for promoting diversity, inclusion, and accessibility which can be applied within your organization.



Attract and retain untapped talent

Organizations that prioritize diversity, inclusion, and accessibility are more likely to attract and retain top talent who value these values. Sponsoring our awards gala can further demonstrate your organization's commitment to these values.



Increase brand awareness

By sponsoring our awards, your organization can benefit from increased brand awareness and visibility, as the Untapped event garners significant media coverage and social media attention.



Inspire and motivate others

By supporting and recognizing individuals and organizations that are making a difference in these areas, your organization can inspire and motivate others to take action and make positive changes.

Untapped 2024 Media Metrics

Join Business Leaders in Creating Impactful Changes

Untapped sponsorship provides valuable brand visibility, positioning your company as a diversity and inclusion leader. With online campaigns reaching thousands and a culminating in-person celebration attended by over 300 nominees, business leaders, government officials, and press members, your brand will receive widespread recognition.

50,000+

audiences
across all media
platforms

93,000+

social media
impressions

16,000+

awards website
views

80+

award nominees
across British
Columbia

300+

in-person event
attendees

50+

communities
across British
Columbia

92%

of event attendees rated the
Untapped Workplace Inclusion
Awards 2024 as a very good or
excellent event.

90%

of event attendees felt inspired and
committed to diversity, inclusion,
and accessibility post-event.

Sponsorship Opportunities

PRESENTING SPONSOR \$10,000 (1 spot available)

Tier Exclusivity

- Prestigious exposure as a leader in diversity, inclusion, and accessibility.

VIP Access

- 10 VIP tickets to attend the Untapped Award Celebration event.
- 10 Complimentary parking passes (please confirm the parking passes before Sept 10)

Value Add Recognition

- Untapped Workplace Accessibility workshop delivered to your team.
- Consultation with Untapped Accessibility & Accessible Employers.

Brand Recognition

- 2-minute video presentation at the Untapped event.
- Announce and deliver one award category of your choice.
- Banner placement and display advertising throughout the Untapped event.
- Exhibition booth at the event.
- Verbal acknowledgment during the event.
- Online exposure through two customized social media campaigns highlighting your commitment to diversity, inclusion, and accessibility.
- Prominent logo placement on all advertisements, both print and online, for the Untapped event.
- Full-page, full-color ad in the Untapped event program.

TITLE SPONSOR \$8,000 (1 spot available)

VIP Access

- 10 VIP tickets to attend the Untapped Award Celebration event.
- 10 Complimentary parking passes (please confirm the parking passes before Sept 10)

Value Add Recognition

- Untapped Workplace Accessibility workshop delivered to your team.
- Consultation with Untapped Accessibility & Accessible Employers.
- Inclusive Recruitment Campaign with CANWiN
- 4 Pillars Workshop delivered to your leadership team (in-person or online) by CANWiN.

Brand Recognition

- Announce and deliver one award category of your choice.
- Banner placement and display advertising throughout the Untapped event.
- Invitation to be the guest speaker at the panel discussion.
- Exhibition booth at the event.
- Verbal acknowledgment during the event.
- Online exposure through two customized social media campaigns highlighting your commitment to diversity, inclusion, and accessibility.
- Prominent logo placement on all advertisements, both print and online, for the Untapped event.
- Full-page, full-color ad in the Untapped event program.





INCLUSION SPONSOR \$5,000 (2 spots available)

VIP Access

- 8 VIP tickets to attend the Untapped Award Celebration event.

Brand Recognition

- Display banners at the Untapped Award Celebration event.
- An exhibition booth at the Untapped Award Celebration event.
- Verbal acknowledgment during the Untapped event.
- Present awards on stage.
- Social media exposure to a network of over 50,000 audiences.
- Logo placement on the Untapped website.
- One full-page color ad in the Untapped Award event program.



ACCESSIBILITY SPONSOR \$2,000 (10 spots available)

VIP Access

- 4 VIP tickets to attend the Untapped Award Celebration event.

Brand Recognition

- Verbal acknowledgment on stage.
- Logo on Untapped event program.
- Logo on the Untapped website.

Untapped Workplace Inclusion Award Sponsorship Opportunities



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The Untapped Awards event exceeded my expectations in every aspect – from the choice of venue to the quality of food and the excellence of the presentations. It was a truly memorable day that celebrated untapped talent in a way that was both enjoyable and interesting. I want to extend my gratitude to the entire event team for their hard work and dedication in coordinating such a fantastic event!

Raminder Bahl – Back in Motion

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It's challenging to do justice to the impact of the Untapped Awards in words. It's equal parts informative and inspiring; engaging and enlightening. It's a day filled with abundant learning from governments and organizations who are championing disability inclusion across industries. It's an opportunity to engage in thoughtful discussion about how we can continue advancing accessibility in meaningful ways within our respective businesses and communities.

It's space for celebration as we reflect on the progress being made, and curiosity as we envision what's to come. It's a showcase of achievement through accountability. It's time to reconnect with familiar faces, and to make new connections. It speaks to the head and to the heart. It's an annual highlight for our team. And it's one you won't want to miss!

*Emily Dietrich, Diversity, Equity and Inclusion
Program Manager at BCAA*

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2024 Sponsors

PRESENTING SPONSOR



TITLE SPONSOR



INCLUSION SPONSOR



MEDIA SPONSOR



ACCESSIBILITY SPONSORS



Event Venue



The **Untapped Workplace Inclusion Awards** will take place at PARQ Vancouver. The venue is accessible, with indoor and outdoor parking spots, elevators, and wheelchair access. Located in the heart of downtown Vancouver, BC, this remarkable venue serves as the ideal launching point for exploring everything the city has to offer: easy access to transit, premier shopping centers, Stanley Park, waterfront walks, captivating attractions, an array of exciting activities, and diverse restaurant options.

The Untapped Awards are proudly presented by **Open Door Group, Accessible Employers, and CAN WiN.**

To find out more about the Untapped Workplace Inclusion Award sponsorship opportunities, connect with us at info@opendoorgroup.org.



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