

The logo is a red shield-like shape with a black border. It features the text "SUNSHINE COAST" at the top, "PEOPLE'S CHOICE AWARDS" in the center, and "2025" at the bottom. There are five yellow stars between the award name and the year.

**SUNSHINE COAST**

**PEOPLE'S  
CHOICE  
AWARDS**



**2025**

The background is a scenic photograph of a coastal landscape. It shows a calm body of water with several small, forested islands. The sky is a soft, hazy blue. The foreground is framed by the dark, out-of-focus branches of evergreen trees.

# **2025 SUNSHINE COAST PEOPLE'S CHOICE AWARDS**

**SPONSORSHIP OPPORTUNITIES**





# INTRODUCTION

The fourth annual Sunshine Coast People's Choice Awards (SCPCA) are proudly presented by the **Sunshine Coast Chamber of Commerce** and the **Coast Reporter**.

The 2025 People's Choice Awards will put the spotlight on the variety of incredible local businesses on the Sunshine Coast, share inspiring stories of community and economic success, and bring our community together in a fun, inclusive online event.



**MORE INFO:** [sunshinecoastchamber.ca/events/peoples-choice-awards](https://sunshinecoastchamber.ca/events/peoples-choice-awards)



COAST

YOUR

VOTE





# ABOUT THE CAMPAIGN

The Sunshine Coast People's Choice Awards have quickly become a community favourite, capturing the attention of both residents and business owners. In 2024, more than 6,700 participants cast their votes for over 775 local businesses across 131 unique categories. The first place favourites were celebrated at a sold-out gala event at the Gibsons Public Market.

The enthusiastic response to this campaign has exceeded all expectations. We're proud to have created a new way to celebrate the vibrant, resilient, and one-of-a-kind local business community that helps make the Sunshine Coast such a special place to live and work.

This year we will have a two week community-driven nomination period during the month of May, an 8-week summer voting period accompanied by an exciting 'Coast your Vote' marketing campaign. Winners will be presented their locally made awards at a gala event to be held in late October.

COAST *your* VOTE





# HOW IT WORKS

- Nominations will be open for two weeks during the month of May on the Sunshine Coast Chamber of Commerce's **'People's Choice Awards'** webpage.
- The 10 local businesses in each category with the most nominations will move forward to the voting round.
- Voting will be done on the **Coast Reporter's website** over an 8-week period in July and August, 2025.
- The top three businesses that receive the most votes in each of the categories will become the 1st, 2nd and 3rd place winners.
- The winners will be announced in October, 2025 in a special feature from the Coast Reporter.
- The winners will be presented with their awards at the Sunshine Coast People's Choice Awards Gala held in late October, 2025.







# WHERE DOES YOUR MONEY GO?

Your sponsorship will help to make this campaign special for all our local businesses! Your dollars will go towards:

- Wooden awards to be presented to winning businesses - awards are made locally, from locally sourced wood.
- Creation of a Digital Marketing Kit for local businesses to promote themselves throughout the campaign.
- Digital and print advertising to promote the campaign throughout the spring and summer.
- Sunshine Coast People's Choice Awards Gala Event.







# SPONSORSHIP LEVELS

	Community Leader \$5000	Industry Champion \$2500	Local Business \$1000
<b>Award Feature</b> Recognition on all 1st place awards: your logo included on 131 wooden awards	✓		
<b>Event Feature</b> Recognition at awards presentation event: verbal recognition and signage spots available	✓	✓	
<b>Premium Print Advertizing</b> Recognition in print advertizing: your logo included on posters, 8 weekly full page Coast Reporter ads and special edition feature	✓	✓	
<b>Standard Print Advertizing</b> Recognition in print advertizing: your business name included on posters, 8 weekly full page Coast Reporter ads and your logo included in special edition feature	✓	✓	✓
<b>Website Advertizing</b> Recognition on Coast Reporter and SC Chamber websites: your logo included	✓	✓	✓
<b>Social Advertizing</b> Recognition on SC Chamber social media channels and newsletter: your logo included	✓	✓	✓







# HOW TO GET INVOLVED

The Sunshine Coast People's Choice Awards are a celebration of business and entrepreneurial excellence here on the Sunshine Coast. To learn more about how your organization can get involved in this exciting campaign, please contact:

Ed Pednaud  
Executive Director  
Sunshine Coast Chamber of Commerce  
[info@sunshinecoastchamber.ca](mailto:info@sunshinecoastchamber.ca)  
604-989-1633



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COAST

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