

SUNSHINE COAST

**PEOPLE'S
CHOICE
AWARDS**



2026

**2026 SUNSHINE COAST
PEOPLE'S CHOICE AWARDS**

SPONSORSHIP OPPORTUNITIES



INTRODUCTION

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

The 2026 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



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 2025, more than 8,700 participants cast their votes for over 775 local businesses across 135 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 2-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, 2026.
- 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, 2026 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, 2026.

COAST YOUR VOTE



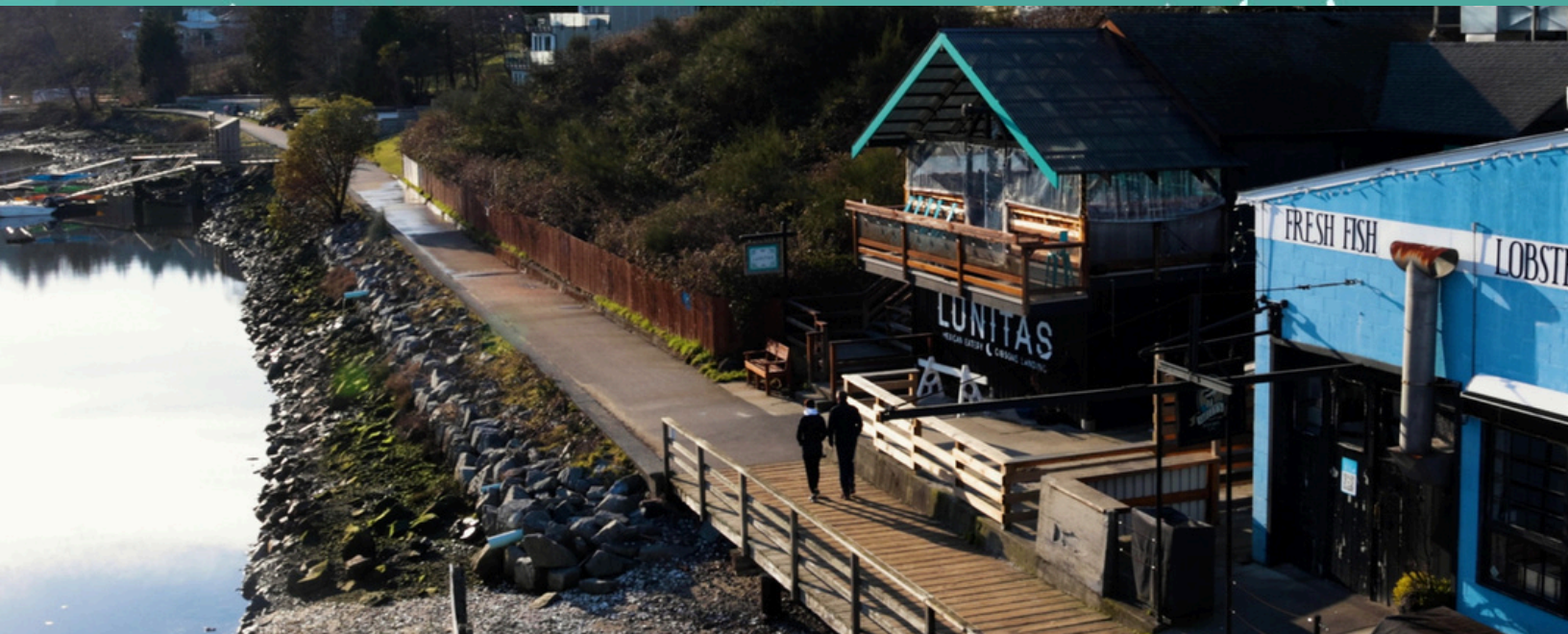
WHERE DOES YOUR MONEY GO?

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.



COAST YOUR VOTE



SPONSORSHIP LEVELS

	COMMUNITY LEADER \$5000	INDUSTRY CHAMPION \$2500	LOCAL BUSINESS \$1000
AWARD FEATURE Recognition on all 1 st place awards: your logo included on all 135 awards	✓		
EVENT FEATURE Recognition at Awards Gala: Verbal recognition, signage, and table display.	✓	✓	
PREMIUM PRINT ADVERTISING Recognition in print advertising: your logo included on posters, 8 weekly full page Coast Reporter ads, and special feature	✓	✓	
STANDARD PRINT ADVERTISING Recognition in print advertising: your business name included on posters, 8 weekly full page Coast Reporter ads, and special feature	✓	✓	✓
WEBSITE ADVERTISING Recognition on Coast Reporter and Sunshine Coast Chamber SPCA webpages: your logo included	✓	✓	✓
SOCIAL MEDIA ADVERTISING Recognition on Sunshine Coast Chamber social media channels and newsletter: Your logo and website or social link included.	✓	✓	✓

The deadline to guarantee your logo or business name appear on all promotional materials is June 15, 2026. Sponsors who join after this date are still welcome, but their logo or business name may not appear on all marketing materials.



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
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604-989-1633



MORE INFO: sunshinecoastchamber.ca/events/peoples-choice-awards



COAST YOUR VOTE