CPA CHARTERED PROFESSIONAL ACCOUNTANTS CANADA
COMPTABLES PROFESSIONNELS AGRÉÉS CANADA

The National Awards of Excellence

CONNECT WITH CANADA'S TOP TIER

SPONSORSHIP OPPORTUNITIES 2015

The National Awards of Excellence

Take your place in the spotlight

About CPA Canada

Canada's accounting profession is uniting under a new single designation, Chartered Professional Accountant (CPA). The profession's national body, Chartered Professional Accountants of Canada (CPA Canada), represents and supports more than 190,000 members across the country. CPAs are valued for their financial and tax expertise, strategic thinking, business insight, management skills and leadership. CPA Canada has consolidated the operations of three national accounting bodies: The Canadian Institute of Chartered Accountants, the Certified General Accountants of Canada and The Society of Management Accountants of Canada. CPA Canada conducts research into current and emerging business issues and supports the setting of accounting, auditing and assurance standards for business, not-for-profit organizations and government. It also issues guidance on control and governance, publishes professional literature and develops certification and continuing education programs.

The National Awards of Excellence are recognized across Canada for celebrating the very best in corporate reporting and public sector financial leadership.

CPA Canada offers a unique opportunity to align your brand with two respected national awards programs that attract the attention of finance titans in the private and public sector.

- **Awards of Excellence in Corporate Reporting**
- **Awards of Excellence in Public Sector Financial Management**

Aligning your brand with CPA Canada's established reputation sends a strong message to your clients and potential clients. (And gives you VIP status at the chic awards dinners!)

Flaunt your corporate commitment to business ethics and exceptional leadership.

Bernie Sutton, manager, National Awards
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Awards of Excellence in Corporate Reporting

The most prestigious and coveted national awards for corporate reporting. For over 60 years, this program has showcased the best reporting models in the country.

Gold sponsors take the stage at the 2014 gala

1. Bill Buchanan, overall judging coordinator, congratulates Johnathan Sturm, manager, PotashCorp, with Steve Mills, regional head, Toronto Stock Exchange (pictured left to right). **2.** Marty Tully, publisher, Listed Magazine (left), celebrates with Christine Marks, director, Goldcorp Inc. **3.** Tim Griffin, vice president, PRNewswire and CNW, joins Fiona Jones, general manager, Suncor Energy, with Susan Todd and Valerie Chort, lead judges, Sustainability Reporting (pictured left to right). **4.** Rodger Madden, Associate General Counsel, TELUS (left), is congratulated by Mike Harris, partner, PwC.

Run with the leaders in corporate reporting

The list of 2014 entrants reads like a who's who of respected publicly listed companies and crown organizations.

AECON GROUP INC.	EMPIRE COMPANY LIMITED	ROGERS COMMUNICATIONS INC.
AGRIUM INC.	ENBRIDGE INC.	ROYAL BANK OF CANADA
ALBERTA PENSIONS SERVICES CORPORATION	ENERFLEX LTD.	ROYAL CANADIAN MINT
ARC RESOURCES	EXPORT DEVELOPMENT CANADA	SANDSTORM GOLD LTD.
ATB FINANCIAL	FINNING INTERNATIONAL INC.	SASKATCHEWAN TRANSPORTATION COMPANY
ATCO LTD.	GENWORTH MI CANADA, INC.	SASKPOWER
AVALON RARE METALS	GOLDCORP INC.	SASKTEL
BARRICK GOLD CORPORATION	HUDBAY MINERALS INC.	SCOTIABANK
BCE INC.	INTACT FINANCIAL CORPORATION	SNC-LAVALIN INC.
BMO FINANCIAL GROUP	INTER PIPELINE LTD.	STANTEC
BOARDWALK REIT	LAURENTIAN BANK OF CANADA	SUNCOR ENERGY
BOMBARDIER INC.	METRO INC.	TD BANK GROUP
CANADA DEPOSIT AND INSURANCE CORPORATION (CDIC)	NEW GOLD INC.	TECK
CANADA MORTGAGE AND HOUSING CORPORATION	NEWALTA CORPORATION	TELEFILM CANADA
CANADIAN TIRE CORPORATION, LTD.	NOVAGOLD RESOURCES INC.	TELUS
CANELSON DRILLING INC.	PAN AMERICAN SILVER CORP.	THOMSON REUTERS CORPORATION
CAPSTONE INFRASTRUCTURE CORPORATION	PEMBINA PIPELINE CORPORATION	TIM HORTONS
CBC/RADIO-CANADA	POTASHCORP	TRANSALTA CORPORATION
CIBC	PRIMERO MINING CORP.	TRANSCANADA
CROMBIE REIT	PURE TECHNOLOGIES LTD.	WORKSAFE BC
DEFENCE CONSTRUCTION CANADA	RESOLUTE FOREST PRODUCTS	

Celebrate with winners

2014

Overall Award of Excellence in Corporate Reporting:

- **PotashCorp**

Industry sectors

- Clean Technology: **Newalta Corporation**
- Communications and Media: **TELUS**
- Consumer Products and Services: **Tim Hortons**
- Diversified Industries: **Bombardier Inc.**
- Financial Services: **Scotiabank**
- Industrials Products and Services: **Finning International Inc.**
- Mining: **PotashCorp**
- Oil and Gas/Forestry Products: **Suncor Energy**
- Utilities and Pipelines/Real Estate: **Enbridge Inc.**

Judging categories

Financial Reporting

- Award of Excellence: **PotashCorp**
- Honourable Mention: **TELUS**

Electronic Disclosure

- Award of Excellence: **Goldcorp Inc.**
- Honourable Mention: **Teck**

Sustainability Reporting

- Award of Excellence: **Suncor Energy**
- Honourable Mention: **Bombardier Inc.**

Corporate Governance Disclosure

- Award of Excellence: **TELUS**
- Honourable Mention: **PotashCorp**

Crown corporations

Award of Excellence in Financial Reporting

- Federal Crown Corporation (Large): **Canada Mortgage and Housing Corporation**
- Federal Crown Corporations (Small): **Telefilm Canada**
- Provincial Crown Corporation: **SaskPower**

Be a star of the show

Enjoy VIP status at the awards gala

Mingle with CEOs and other senior executives at the chic cocktail reception, delectable dinner and lively post-reception. The 2014 gala was held December 3rd at the historic Fairmont Royal York Hotel.

Take part in the online conversation

Align your brand with CPA Canada on our website, e-newsletter and Twitter feed.

Judges' Book

Promote your company in the annual *Judges' Book*

The glossy 75 page *Judges' Book* summarizes the attributes of winning entries in every category. A laudatory publication for winners and a valuable resource for all companies looking to improve the quality of their corporate reporting.

2014 *Judges' Book* printed by CNW and Vintage.

Capture Attention

Sponsoring this program allows you to:

- align your brand with Canada's pre-eminent, globally respected business and accounting designation
- showcase your commitment to high quality corporate reporting
- promote your organization among Canada's private and public sector elite

Pick your spot

Platinum

$20,000 (inclusive of HST)

- exclusivity as platinum sponsor
- name and quote included in media releases

Gala

- two tables (20 tickets)
- opportunity to present the Award of Excellence in Financial Reporting and the Honorable Mention for Financial Reporting
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- premier branding placement on signage, program and table cards
- photo opportunity with winners

Online

- premier logo placement and link on CPA Canada website
- inclusion in social media activities

Print

- logo placement on awards promotional ads
- full-page advertisement in *Judges' Book* (print and online)
- double-page spread article/advertorial in *Judges' Book* written by sponsor (print and online)
- special advertising options in media sponsor publication

Gold

$10,000 (inclusive of HST)

Gala

- one table (10 tickets)
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- name/logo on signage, program and table cards

Online

- logo and link on CPA Canada website
- inclusion in social media activities

Print

- logo placement on awards promotional ads
- full-page advertisement in *Judges' Book* (print and online)
- full-page spread article/advertorial in *Judges' Book* written by sponsor (print and online)
- special advertising options in media sponsor publication

Pick your spot

Judges' Book

$10,000 (inclusive of HST)

- exclusivity as *Judges' Book* sponsor
- includes all Silver sponsorship benefits

Pre and post gala cocktail receptions

$10,000 (inclusive of HST)

- exclusivity as reception sponsor
- opportunity to give remarks at cocktail reception (pre-event)
- includes all Silver sponsorship benefits

Silver

$7,500 (inclusive of HST)

Gala

- five tickets
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- name/logo on signage, program and table cards

Online

- logo and link on CPA Canada website
- inclusion in social media activities

Print

- listed as Silver sponsor on awards promotional ads
- half-page advertisement in *Judges' Book* (print and online)
- special advertising options in media sponsor publication

Bronze

$5,000 (inclusive of HST)

Gala

- three tickets
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- name/logo on signage, program and table cards

Online

- logo and link on CPA Canada website
- inclusion in social media activities

Print

- listed as Bronze sponsor on awards promotional ads
- quarter-page advertisement in *Judges' Book* (print and online)
- special advertising options in media sponsor publication

Awards of Excellence in Public Sector Financial Management

Honours the exceptional work of federal public servants who excel in the financial management field

This national program includes awards for Innovation, Financial Leadership (CFO), and Lifetime Achievement.

Our sponsors stand out in an elite public sector crowd

1. 2014 award recipients: Jamie Tibbetts, on behalf of Health Canada with Andrew Smith, Fisheries and Oceans Canada and Roger Ermuth, on behalf of Treasury Board Secretariat (pictured from left to right). **2.** Andrew Smith, Fisheries and Oceans Canada (left), is presented with the 2014 Lifetime Achievement award by Leslie Milne, CIPFA - Platinum Sponsor.

Celebrate with the cream of the crop

Lifetime Achievement
Andrew Smith, 2014
Richard J. Neville, 2013
Rod Monette, 2012
Ronald C. Thompson, 2012
Moyez H. Somani, 2011
Paul J. Gauvin, 2010
Rear-Admiral B.M. Weadon, 2009

Financial Leadership (CFO)
Roch Huppé, 2013
Jim Saunderson, 2013

Innovation
Health Canada, 2014
Treasury Board Secretariat, 2014
Agriculture and Agri-Food Canada (AAFC), 2012
Natural Resources Canada (NRCan), 2012
Public Service Commission, 2011
Public Works and Government Services Canada, 2011
Canada Revenue Agency, 2010
Jim Quinn, Aboriginal Affairs and Northern Development Canada, 2009

Enjoy VIP status at the gala
Receive VIP treatment at the awards dinner in Ottawa in May. Mingle with 200 prominent public sector financial executives who gather each year to honour the award winners.

Take part in the online conversation
Align your brand with CPA Canada on our website, e-newsletter and Twitter feed.

Schmooze with the A-list

Sponsoring this program allows you to:

- align your brand with Canada's pre-eminent, globally respected business and accounting designation
- send a strong signal about your organization's commitment to sound public sector financial management
- promote your organization among public sector financial professionals and government officials

Pick your spot

Platinum — SOLD!

$12,000 (inclusive of HST)

- exclusivity as platinum sponsor
- name and quote included in media releases

Gala

- one table (10 tickets)
- opportunity to present the Lifetime Achievement award
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- premier branding placement on sponsorship signage
- photo opportunity with winners

Online

- premier logo placement and link on CPA Canada website
- inclusion in social media activities

Print

- premier logo placement on awards promotional ads
- premier logo placement and organization description in awards program
- full-page advertisement in awards program
- recognition of Platinum sponsorship on promotional materials

Gold

$6,000 (inclusive of HST)

Gala

- four tickets
- recognition by Master of Ceremonies
- opportunity to present award or recognize the awards Selection Committee during the program
- visual recognition via multi-media presentation
- branding on sponsorship signage

Online

- logo and link on CPA Canada website
- inclusion in social media activities

Print

- logo placement on awards promotional ads
- branding and organization description in awards program
- full-page advertisement in awards program
- recognition of Gold sponsorship on promotional materials

Silver

$3,000 (inclusive of HST)

Gala

- two tickets
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- listed as Silver sponsor on sponsor signage

Online

- logo and link on CPA Canada website
- inclusion in social media activities

Print

- listed as Silver sponsor on awards promotional ads
- logo in awards program
- half-page advertisement in awards program
- recognition of Silver sponsorship on promotional materials

Pick your spot

Bronze
$1,500 (inclusive of HST)

Gala
- one ticket
- recognition by Master of Ceremonies
- visual recognition via multi-media presentation
- listed as Bronze sponsor on sponsor signage

Online
- logo and link on CPA Canada website
- inclusion in social media activities

Print
- listed as Bronze sponsor on awards promotional ads
- logo in awards program
- quarter-page advertisement in awards program
- recognition of Bronze sponsorship on promotional materials

Lifetime Achievement award video sponsor
$5,000 (inclusive of HST)
- exclusivity as video sponsor
- exclusive recognition displayed in video credits

Gala
- three tickets
- recognition by Master of Ceremonies and recognition during video introduction
- visual recognition via multi-media presentation
- listed as video sponsor on sponsorship signage

Online
- logo and link on CPA Canada website
- inclusion in social media activities

Print
- listed as video sponsor on awards promotional ads
- branding and organization description in awards program
- full-page advertisement in awards program

Double up

Sponsoring both National Awards of Excellence doubles the fun but not the cost!

Integrated Silver

$9,000 (inclusive of HST)

- receive all benefits of Silver sponsorship for both national awards programs

Integrated Gold

$14,000 (inclusive of HST)

- receive all benefits of Gold sponsorship for both national awards programs

Integrated Bronze

$5,000 (inclusive of HST)

- receive all benefits of Bronze sponsorship for both national awards programs

CHARTERED PROFESSIONAL ACCOUNTANTS CANADA

COMPTABLES PROFESSIONNELS AGRÉÉS CANADA

CPAcanada.ca/CPAawards