

# Sponsor Package



Demo Day  
→ **March 28<sup>th</sup>**

Awards Ceremony  
→ **March 29<sup>th</sup>**

Sponsorship Contact:

**Terence Sawtell**

**[terence@vancouveruxawards.com](mailto:terence@vancouveruxawards.com)**

**Hollywood Theatre**

3123 W Broadway

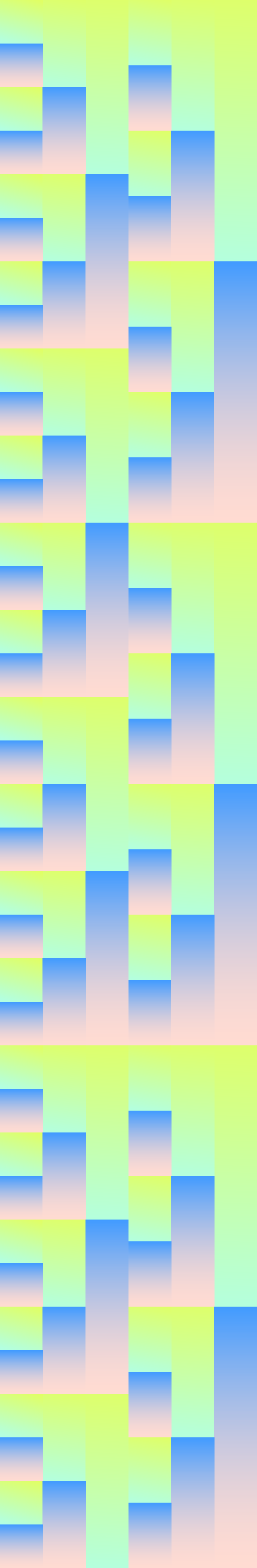
Kitsilano

# About the Awards

We're thrilled to announce that the 9th annual Vancouver User Experience (VanUX) Awards will be returning on March 28th, 2023.

The VanUX Awards provide an opportunity for user-centric organizations, agencies, start-ups, freelancers, and students to be recognized for their work over the past year.

The VanUX Awards are run and presented by non-profit organization, the **Vancouver UX Society**. This group consists of volunteers from the local UX community, and is supported by our organizing sponsors: **Goat**, **Apply Digital**, **District of North Vancouver**, and **Descan**.

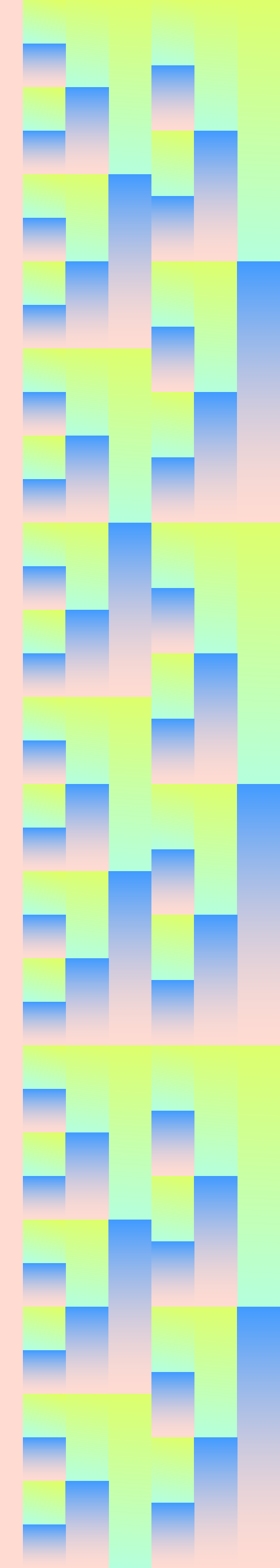


# We're back, bigger and better than ever.

In the midst of a global pandemic, 2020 saw us shift to a virtual model after a record setting 2019. The next year, the team rallied together to host our comeback hybrid event, bringing together 150+ passionate members of the UX community to celebrate the incredible work produced under the intense circumstances of COVID-19.

With the worst days of the pandemic behind us, the 2023 Vancouver UX Awards will be our coming back party. Hosted at the legendary Hollywood Theater, this year's event has the potential to be our biggest event to date.

Demo Day will also be returning, showcasing participating finalist projects with an eager group of community members across the Lower Mainland and beyond.

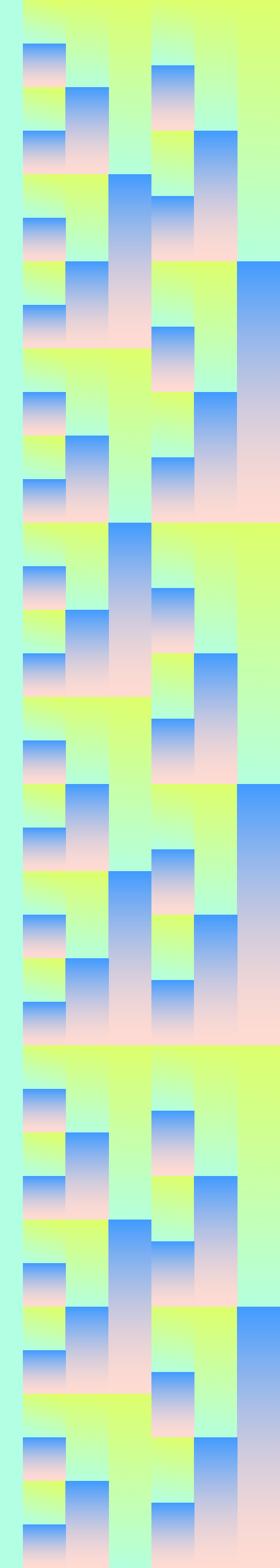


# Becoming a Partner

The award show is an opportunity to showcase your organization's commitment to user experience and to connect with a broad range of professionals at one of Vancouver's largest technology events. This opportunity is ideal for those looking to recruit UX professionals, connect with technology leaders, and demonstrate commitment to great user experience. The Vancouver UX Awards are unique in that they bring out a wide range of attendees— from seasoned practitioners to students just embarking on their careers.

Last year in response to the COVID-19 pandemic, the Vancouver User Experience Awards moved to a hybrid model, attracting 150+ in person attendees (sold out!), with many more taking in the experience online. At our peak in 2019, we had almost 400 attendees.

We are excited to work with like-minded organizations that are passionate about user experience and are looking to support the Lower Mainland's talented UX community.



# What to expect in 2023

We've made the following enhancements for the 2023 event:

Past sponsors raved about their experience;

“We've loved sponsoring the UX Awards. It does feel like the sponsors receive good opportunity to connect with the local community. For us, sponsoring the awards is a chance to build brand awareness, and connect with the up-and-comers in the UX space”.

—Finger Food Advanced Technology Group

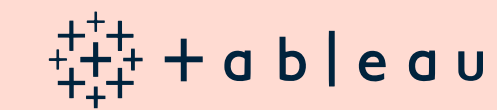
We are building on rebound in 2021 by incorporating the community and sponsor's feedback from our post-event survey. We are also continuing to apply the concept of build-measure-learn to improve the awards every year.

Overhauled award categories that encourage submissions from focused disciplines.

Moved the event to the iconic Hollywood Theater in Kitsilano, a venue with an incredible art deco vibe, enhanced seating and combined reception/viewing area with plenty of bar top space.

Return of the Demo Day activities with food and drink.

Past Sponsors include:



# Award categories available for sponsorship:

UX for Digital Products



UX for Students



UX for Commerce



UX for Content Experience



UX for Non-Profit



UX for Public Sector



UX for Interactive Experience



Peoples' Choice



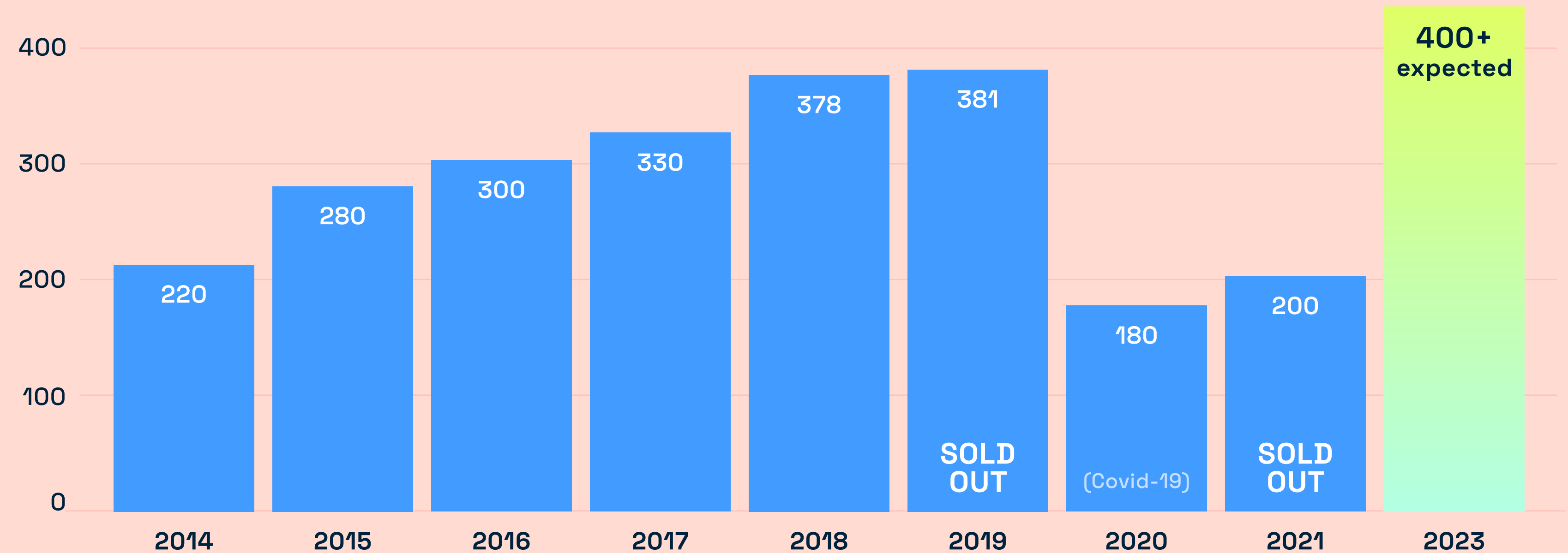
Jury Selection: Best UX



# By the Numbers

The Vancouver User Experience Awards have become a central gathering place for UX practitioners to celebrate their amazing work. Because this event serves the community, we strive to improve every year. With feedback from attendees, judges, and sponsors, we have been able to grow since our inaugural year in 2014. Each iteration has allowed us to attract more attendees, better quality submissions, and make our sponsorship opportunities more valuable for organizations like yours.

## Attendance



SPONSORSHIP OPPORTUNITIES

# Showcase Sponsor

\$7,000

Limit of one

Get maximum exposure to attendees by having your logo represented on all major spaces throughout the event, receive a special thank-you at the opening and closing of the show, and present our final Jury Selection awards.

## Showcase Sponsorship includes:

Top Priority Logo Placement in Awards Ceremony Presentations, physical collateral

Custom programming collaboration with the VanUX committee

Presentation of the Best UX Award

10 - 20 minute company showcase prior to Keynote

Key placements in social, blog and outbound communications

Full booth at demo day to share your work, business or service

Access to Vancouver UX Awards user base through internal marketing channels

Previous Showcase Sponsors include:



## SPONSORSHIP OPPORTUNITIES

# Keynote Sponsor

**\$5,000**

**Limit of one**

Open the show and set the tone for the evening by introducing your organization and welcoming our keynote speaker to the stage. Recognition at the opening and closing of the event will reinforce your sponsorship.

### Keynote Sponsorship includes:

Top Priority Logo Placement in Awards Ceremony Presentations and physical collateral

Custom programming collaboration with the VanUX committee

Keynote speaker introduction with 1-3 minutes of stage time

Key placements in social, blog and outbound communications

Full booth at demo day to share your work, business or service

Previous Keynote Sponsors include:



## SPONSORSHIP OPPORTUNITIES

# Demo Day Sponsor

\$5,000

Limit of one

This exciting lead-up event to the awards gala features your company prominently alongside awards finalists in a live demo before 200 people, including the opportunity to MC the Demo Day event.

### Demo Day Sponsorship includes:

Top Priority logo placement at Demo Day activities

Shout-outs at the Awards Gala and Presentations

Custom programming collaboration with the VanUX committee

Presentation of the Best UX Award

10 - 20 minute company showcase prior to scheduled programming

Key placements in social, blog and outbound communications

Full booth at demo day to share your work, business or service

Previous Demo Day Sponsors include:



## SPONSORSHIP OPPORTUNITIES

# Award Categories Sponsor

**\$3,000**

**Limit of one per category**



UX for Digital Products

UX for Students

UX for Commerce

UX for Content Experience

UX for Non-Profit

UX for Public Sector

UX for Interactive Experience

Peoples' Choice

Jury Selection: Best UX

This award category package provides sponsors with the opportunity to promote their organization by presenting an award of their choosing (first come, first serve!), as well as showcasing their work at Demo Day.

### Award Categories Sponsorship includes:

Logo Placement in Awards Ceremony Presentations, physical collateral and more

Company name engraved on award hardware

Presentation of the category award

Company shout-out prior to the award and at beginning of the show

Website and Marketing Material category description shout outs

Previous Award Category Sponsors include:



## SPONSORSHIP OPPORTUNITIES

# Drink Sponsor

\$4,500

Limit of one

Get acknowledged for buying the entire party their first drink of the evening, by becoming the exclusive beverage sponsor for the Vancouver UX Awards. Be the heroes of the night, providing the drinks and cement your place in VanUX history as the purveyors of fun!

### Drink Sponsorship includes:

Mentions during the happy hour and networking portions of the event

Standing banners and logo placements throughout the bar and mingling areas

Social, email and website shout-outs

Previous Drink Sponsors include:



MAJOR  
TOM



## SPONSORSHIP OPPORTUNITIES

# Food Sponsor

**\$2,500**

**Limit of one per category**

A big part of the UX Awards has always been the food! This sponsorship makes everyone feel good inside when they arrive, while they're mingling and when they need a little late night fuel up.

### Food Sponsorship includes:

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MAJOR  
TUM



SPONSORSHIP OPPORTUNITIES

# Community Sponsor

\$500

Raise your organization's profile, network with potential clients, and recruit future employees by sponsoring the UX Awards.

## Community Sponsorship includes:

Logo, name and link on the Vancouver UX Awards Website

Acknowledgment in Gala presentations

Logo on red carpet wall

Social and email mentions leading up to and at the event

Previous Community Sponsors include:

enginedigital

Earls  
KITCHEN + BAR

BCAA CAA

tableau

antenna  
CONSULTING

SPATIAL  
research+design

invoke

VR/AR  
ASSOCIATION

bdc

# Partnership Level Key Benefits



	Showcase	Keynote	Demo Day	Award Category	Food	Drink	Community
Logo, name and link on website	✓	✓	✓	✓	✓	✓	✓
Logo, name and link in email updates (3000+ subscribers)	✓	✓	✓	✓	✓	✓	✓
Acknowledgment in gala presentation	✓	✓		✓	✓	✓	✓
Present during the gala	✓	✓		✓			
Logo on badge	✓						
Logo on event signage	✓	✓	✓		✓	✓	
Logo on registration table	✓	✓		✓	✓	✓	
Tickets to Demo Day event	5	3	5	3	2	2	1
Logo on red carpet logo wall	✓	✓	✓	✓	✓	✓	✓
Featured articles on website	✓	✓	✓				
@VanUXAwards tweet mentions	✓	✓	✓	✓	✓	✓	✓
Event tickets	12	8	6	6	5	5	2
Drink tickets	14	10	8	8	8	10	5

# All Sponsorship Opportunities

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We'd love to partner together on the  
2023 Vancouver User Experience Awards.  
For questions, queries, or to join us in creating  
this incredible community event, get in touch.

**Terence Sawtell**

**[terence@vancouveruxawards.com](mailto:terence@vancouveruxawards.com)**