


THE  
National  
Business  
Book  
Award

**Our vision for  
the National Business  
Book Award...**

Let's celebrate Canada's  
brightest business minds and  
inspire the next generation of  
business leaders



# THE National Business Book Award

## The National Business Book Award

Recognizing outstanding talent in  
Canadian business writing

### About the Award

The National Business Book Award is a bespoke program that enables our strategic partners to forge relationships and connections with an elite audience who value fact-based and thoughtful content created by Canada's thought leaders and writers. We work with each partner to make the NBBA work for them.

Mary Ann Freedman, who leads the charge, has managed the Award with exceptional partners such as PwC and BMO Financial Group for most of its history, and has personally engaged today's committed partners.

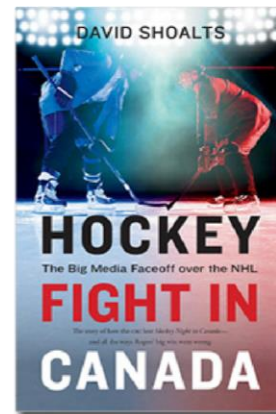
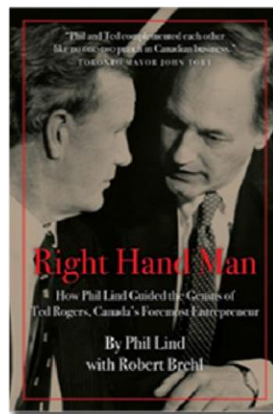
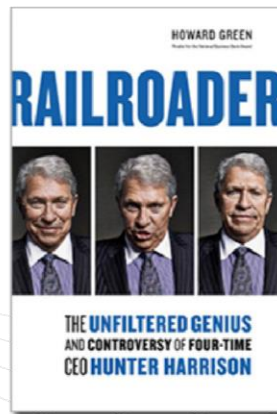
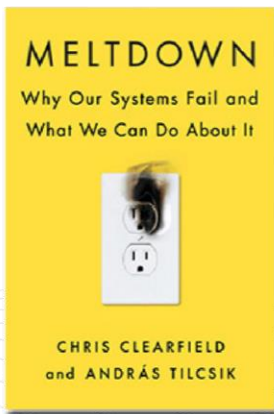
Joining Peter Mansbridge on the independent jury are prominent business leaders including David Denison, Senator Pamela Wallin, Dr. Leonard Waverman, Anna Porter and Deirdre McMurdy. The books nominated are judged based on five key criteria – originality, relevance, excellence of writing, thoroughness of research and depth of analysis.

The winning book for the 2019 Award is *Meltdown: Why Systems Fail and What We Can Do about it* by Chris Clearfield and András Tilcsik, who is a professor at Rotman School of Management.

### Excellence in business writing

The award is granted based on 5 criteria that exemplify the values we believe are essential to elevating the conversation about the power, potential, and impact of business in Canada.





## Our Partners

Law firm Bennett Jones is committed to the NBBA as co-presenting partner.

The Globe and Mail and The Walrus contribute more than \$200,000 in advertising free of charge.

Supporting partners are Toronto Region Board of Trade, DeGroot School of Business, McMaster University, CPA Canada and Church+State.

### Some examples of works (and the range of topics) that have been recognized by the NBBA are:

- **The Patch:** *The People, Pipelines, and Politics of the Oil Sands* by Chris Turner (2018)
- **A Field Guide to Lies:** *Critical Thinking in the Information Age* by Daniel Levitin (2017)
- **Distilled:** *A Memoir of Family, Seagram, Baseball and Philanthropy* by Charles Bronfman (2016)
- **The Third Rail:** *Confronting Our Pension Failures* by Jim Leech and Jacquie McNish (2015)
- **Mass Disruption:** *Thirty Years on the Front Lines of Media Revolution* by John Stackhouse (2015)
- **Plutocrats:** *The Rise of the New Global Super-Rich and the Fall of Everyone Else* by Hon Chrystia Freeland (2013)
- **Ethical Oil:** *The Case for Canada's Oil Sands* by Ezra Levant (2011)
- **The Rise of the West and Canada's New Power Elite** by Gordon Pitts (2009)
- **Wrong Way:** *The Fall of Conrad Black* by Jacquie McNish and Sinclair Stewart (2005)
- **No Logo:** *Taking Aim at the Brand Bullies* by Naomi Klein (2001)

For a complete list of winners, visit [www.nbbaward.com](http://www.nbbaward.com)

## Our approach is focused on three discrete audiences:

**Partners, business leaders, clients, prospects, traditional media outlets**

**Preferred NBBA channels:** white-glove event, targeted one-on-one outreach strategies

**The broader publishing and business community**

**Preferred NBBA channels:** Twitter, LinkedIn, socially integrated web presence

**Young business leaders and future leaders in universities and in business**

**Preferred NBBA channels:** Twitter, LinkedIn, socially integrated web presence, onsite lectures at prominent Canadian universities.



# THE National Business Book Award

## The National Business Book Award:

**A platform to shout about Canada's brightest  
business thinkers and entrepreneurs.**

The National Business Book Award has become the most respected business literary award in Canada. The Award offers a platform to shout about Canada's brightest business thinkers and entrepreneurs and to reach C-suite executives, business influencers, thought leaders, academics, authors, young people and the media.

The \$30,000 prize is awarded annually to the author of a Canadian business book selected by an independent jury chaired by Peter Mansbridge.

As we approach our 35th year there is an opportunity for a new partner to join presenting partner Bennett Jones to transform and re-imagine the Award Program and engage new, young and future business leaders.

### Opportunities

There are several opportunities for our partners to make the most of their involvement.

- Exclusive award ceremony (by invitation only) attended by C-suite executives, media, literary and thought leaders where guests mingle with and get to know authors, members of the jury and business leaders in an intimate setting.
- Extensive media outreach and coverage. The NBBA communications cycle is organized around 5 milestones: nominations; jury deliberations; shortlist; award ceremony; and reporting. This year there were 636 stories in print, digital and broadcast media in Canada, the US and internationally, many of which mentioned the sponsors.
- Talks and events (hosted by partners) where authors are invited to speak.
- Podcasts with authors who share their stories.
- Social media initiated conversations online with business leaders, influencers and key national media personalities.
- Advertising and in-kind media coverage.
- One-on-one relationship-building with the business community.

Detailed information and analytics in these areas are available on request.



# THE National Business Book Award

## Possibilities

### CO-PRESENTING PARTNER

**\$40,000/year**

Three year commitment

- Brand recognition on all print and digital platforms.
- Host for the exclusive jury meeting (with Bennett Jones).
- Presentation of the prize to the winner at the Award Ceremony.
- Access to the curated list of best business books.
- introductions to Canada's best business authors.
- Guests at the Award Ceremony (10 – 20 guests).

### LEAD PARTNER

**\$75,000/year**

Three to five year commitment

In addition to the benefits of Co-presenting partner, a newly created lead partner role can include new approaches and channels to educate and support fresh thinking in Canadian business.

- Exclusivity in your business sector and recognition of your amazing contribution on the NBBA Home Page.
- Explore ways to connect the NBBA and collaborate with other educational and philanthropic projects you support to engage new audiences.
- Explore the feasibility of having NBBA authors as guest lecturers and panelists for events supported by your organization.
- Invite business students to participate in the Award Ceremony.
- Priority seating at the Award Ceremony and other events.
- VIP Reception for a select group to meet the authors and jury.
- Brand recognition as the benefactor of honorariums for members of the jury.
- Create a series of NBBA Talks to engage the business community, young leaders and university students and provide them with innovative thinking and breakthrough conversations on the future of Canadian business.

### TITLE PARTNER

**To Be Negotiated**

Naming rights are available if you are interested in adding your name to the Award.

In addition to the benefits of Lead Partner, we will work with you to align what the NBBA offers and stands for with other causes and programs that are important to you.

- Exclusivity in your business sector and recognition of your amazing contribution (and bio) on the Home Page for the NBBA website.
- Create a young luminaries program to encourage and recognize first-time and young authors on business topics. This could be a first book or an essay on a business-related topic.
- Create a Master Class in business writing at a university (or elsewhere) with NBBA authors to foster great business writers in the future.
- Expand the community with business conversations through talks and other channels across Canada.
- Host a series of panel discussions, webinars and events with NBBA authors (past and present) throughout the year, rather than just when the winner is announced.
- Create a series of webinars including NBBA authors on business topics available to a broad audience of students in business, computer science, engineering and journalism as well as the established business community.
- Sole partner role if you so desire.

We are open to your thoughts and suggestions on how the NBBA can add value and collaborate with you. Thank you for your consideration.

Best regards,  
Mary Ann Freedman

# THE National Business Book Award

## Lets work together

We are open to your thoughts on how we can work together.  
Thank you for your consideration.


For more information on strategic partnership opportunities  
please contact:

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