

**The 2003 Better Newspapers Competition
& Awards Banquet**



**Saturday, May 31, 2003
Sheraton Vancouver Wall Centre Hotel**



'Celebrate the Stars'



Year after year, the Canadian Community Newspapers Association honours those among us who are the very best at what we do.

Join us!



Industry Partnership Opportunities!



The 2003 Better Newspapers Competition & Awards Banquet

**ENTER A WORLD OF PERFORMANCE AND RESULTS
AT THE ...**



This is the opportunity for industry leaders to shine.

Awards are presented to community newspapers for their accomplishments in three separate competitions:

- the **Premier Awards** ... with categories such as Outstanding Columnist, Best Business Writing, Best News Story and Best National Editorial.

- the **Special Competitions** ... with categories such as Best Ad Design, Best Feature Story, Best Sports Photo, and Best Historical Story.

- and the prestigious **General Excellence Awards** ... honouring the industry's best in overall areas such as Best Front Page, Best Editorial Page and Best All Round Newspaper in six different circulation classes.

Each year, the CCNA Better Newspapers Competition brings together communicators from Canada's community newspapers industry to celebrate excellence and innovation.

Newspapers from across the country, large and small, compete for a variety of awards ... judged by respected industry representatives on such criteria as presentation, advertising content, local features, community news and, most prestigious of all, general excellence.

Our greatest work and biggest stars are first selected and honoured at the regional competitions across Canada, and then proceed to the exciting finale at the CCNA BNC Awards Banquet ... this year being held in Vancouver on May 31, 2003.

The year 2003 also heralds a first. CCNA's national BNC Awards Banquet will be combined with the Ma Murray Community Newspaper Awards hosted by the British Columbia & Yukon Community Newspapers Association ... making for a double celebration. (Margaret "Ma" Murray was an inspirational icon in B.C.'s community newspaper industry for many years and the B.C. awards competition was named in her honour.)

The BNC proves time and again the high level of professionalism and vibrancy within the community press.

As the BNC has evolved, so has its profile steadily increased. We invite you to be a part of this dynamic industry and annual celebration.

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HOW TO TAKE CENTRE STAGE AT THE ...



The Better Newspapers Competition offers a variety of opportunities for supporters of the community newspapers industry to take centre stage:

- **Patron Sponsor** of BNC Awards ... sponsor an entire award category (regardless of its number of circulation classes) at only \$750 per year.
- **Gold Sponsor** of the General Excellence Awards ... assume the overall sponsorship of this prestigious competition. Price: \$10,000.
- **Platinum Sponsor** of the entire 2003 Better Newspapers Competition ... become the overall sponsor of the entire competition. Price: \$15,000.

Rewards	Platinum \$15,000+	Gold \$10,000	Patron \$750
* conference seminar speaking opportunity	✓		
* company banner in registration area or at BNC Awards Banquet	✓		
* full-page colour ad in the Publisher or BNC Winners Book	✓		
* opportunity to include 'question' in attendee survey/evaluation form	✓		
* four-time use of CCNA's Release Service and two-time use of CCNA membership mailing labels	✓		
* use of conference attendance list for pre/post conference mailings	✓	✓	
* two complimentary conference registrations	✓	✓	
* opportunity for representative to address the delegates at BNC Awards Banquet	✓	✓	
* logo placed on CCNA and BCYCNA websites and mention in electronic Bulletins	✓	✓	
* maximum discount on any Publisher advertising or use of the CCNA Release Service	✓	✓	
* use of a display table during the conference	✓	✓	
* promotional materials to be included in delegate bags	✓	✓	
* full-page black&white ad in the Publisher or BNC Winners Book		✓	
* two-time use of CCNA's News Release Service and one-time use of CCNA membership mailing labels		✓	
* acknowledgement on banquet tentcards, signage and web site	✓	✓	
* logo or name placed in the BNC Entry Book, plus Ma Murray Community Newspaper Award registration forms, programme and post-event newspaper	✓	✓	✓
* logo placed in the 2003 Winners Book (in association with the category and on special sponsorship pages)	✓	✓	✓
* logo inserted into the a/v presentation at the banquet	✓	✓	✓
* access to special early-bird, members-only conference registration rates	✓	✓	✓

These are only examples that can work for sponsoring companies. So please give us a call for more information. We will package a sponsorship program customized to your corporate objectives

The BNC ... where performance reaches new heights

'Celebrate the Stars'



THERE'S NO BETTER TIME TO GET INVOLVED IN THE ...

**2003 BETTER
NEWSPAPERS
COMPETITION**

Now is the time to join ranks with CCNA and its nationally prestigious Better Newspapers Competition.

Things are a'happening in the community newspapers industry! We are in the middle of a sea-change, the likes of which we haven't experienced since the early 1970s when offset printing changed our world.

With roots deep in all of Canada's communities and neighbourhoods, community newspapers have taken on an importance and relevance that could never have been foreseen. Remember when they said television was going to wipe us out? Cable television was going to usurp our role? And the Internet was going to make us irrelevant? Think again!

The community newspaper sector is only increasing its momentum. New projects are in the works ... including the roll-out of the national ComBase readership study in which the industry is investing millions to supply credible readership data, proving that we're equal to many other media such as magazines and radio, and a compelling alternative to mass market vehicles such as dailies and television.

And, to support this impressive readership data, a one-stop planning and buying system - called Community Media Canada - will revolutionize how community newspapers are represented.

BECOME A BNC SPONSOR!

You can reach us at:

CCNA

c/o Dorothy Rouatt

90 Eglinton Avenue East, Suite 206

Toronto, Ontario M4P 2Y3

P: (416) 482-1090 F: (416) 482-1908

Website: www.communitynews.ca

Email: drouatt@ccna.ca



The BNC ... celebrate the stars and partner with Canadian community newspapers.



'Celebrate the Stars'

Award Sponsor Agreement Form

CCNA -- its members, Board of Directors and BNC Committee -- sincerely thank you for your support. Please take a moment to complete this form and fax it to the CCNA office. CCNA's fax number is (416) 482-1908.

Name of Sponsor: _____

Name of Award Category: _____

I. PLEASE CHECK ONE:

() YES, I wish to sponsor the above award category in the 2003 BNC Competition for the amount of \$750.

II. AWARD WORDING: (If different from above)

Award Trophy Name: _____

Sponsored by ... _____

III. AWARD PLAQUE - Please check one:

() Yes, I will supply the award plaque(s)

() Yes, please invoice me for the amount of \$75.00 per plaque to allow CCNA to supply the award category plaque(s) on my behalf.

IV. CASH PRIZES:

() Yes, I wish to provide the following cash prize(s) for each circulation class within my sponsored category:

() First Prize in the amount of: \$ _____ per circulation class

() Second Prize in the amount of: \$ _____ per circulation class

() Third Prize in the amount of: \$ _____ per circulation class

V. METHOD OF PAYMENT:

() Yes, I wish to be invoiced for the Award Sponsorship fee (+ GST) for each award category.

() Please apply the Award Sponsorship fee to my credit card:

() VISA () MasterCard

Card Number: _____ Expiry: _____

Name on card: _____ Signature: _____

Name: _____ Title: _____

Signature: _____ Date: _____

BECOME A BNC SPONSOR!



Questions? Please phone CCNA at (416) 482 - 1090

FAX THIS FORM TO:

Canadian Community Newspapers Association

FAX: (416) 482-1908