

— THE —
UBCP/ACTRA
AWARDS

SPONSORSHIP PROPOSAL

NOVEMBER 21, 2026
HOLLYWOOD THEATRE

ABOUT US



UBCP/ACTRA

UBCP/ACTRA is an autonomous branch of ACTRA (Alliance of Canadian Cinema, Television and Radio Artists), the national organization of professional performers working in the English-language recorded media in Canada.

UBCP/ACTRA's more than 8,800 members from B.C. and the Yukon are integral to the approximately over 30,000 performers who have come together to build ACTRA, Canada's strongest Union of cultural workers.

UBCP/ACTRA has some of the most robust collective agreements for performers globally, encompassing film, TV, radio, digital media, animation, voice, videogame, and commercial production. These agreements ensure that performers are paid a fair wage and are protected on set.



THE AWARDS

The annual UBCP/ACTRA Awards honours deserving members for their exceptional contributions to the film, television and recorded media industry over the past year. Awards are presented in nine categories: Best Lead Performance - Motion Picture; Best Lead Performance - Series; Best Supporting Performance - Motion Picture; Best Supporting Performance - Series; Best Performance - Made for TV Movie; Best Supporting Performance - Made for TV Movie; Best Performance - Short; Best Performance - Stunt; and Best Performance - Voice.

This peer-adjudicated awards show shines the spotlight on the talented performers in BC and the Yukon, and provides an opportunity for industry professionals to share in the celebration. Guests will include fellow performers, agents, producers, sponsors and other industry professionals.

The UBCP/ACTRA Awards returns in 2026 on **November 21** at the historic **Hollywood Theatre** in Vancouver for an intimate evening to celebrate our local talent and their achievements.

HIGHLIGHTS



MARKETING + MEDIA CAMPAIGNS METRICS

The following metrics are from our last in-person Awards Ceremony in 2024.

ORGANIC SOCIAL MEDIA

INSTAGRAM IMPRESSIONS

151,600

FACEBOOK IMPRESSIONS

59,100

TOTAL ORGANIC SOCIAL MEDIA IMPRESSIONS

210,700

EARNED MEDIA

MEDIA IMPRESSIONS

3,604,000+

MEDIA VALUE

\$25,000-\$30,000

E-BLASTS

The following metrics are from our last in-person Awards Ceremony in 2024.

E-BLASTS

SUBSCRIBERS

7,564

E-BLASTS SENT

25

CAMPAIGN IMPRESSIONS

32,085

OUTREACH OPEN RATE

78.6%

PRESENTING SPONSOR



\$20,000 | 1 OPPORTUNITY AVAILABLE - SECURED

As the Presenting Sponsor, this partner receives exclusive naming rights and the highest level of visibility across all aspects of the awards, aligning their brand with one of the evening's most prestigious honours.

Premium Partnership

- Named Presenting Sponsor of the awards
- Presentation of the Best Lead Performance in a Motion Picture Award (or alternate award of sponsor's choice)
- Sponsor recognition delivered by awards hosts

Premium Event Presence

- Eight (8) tickets with reserved premium seating
- Preferential logo placement on the red carpet
- Prominent logo display on-screen and on-stage
- Logo display throughout the venue

PRESENTING SPONSOR



\$20,000 | 1 OPPORTUNITY AVAILABLE - SECURED

Marketing & Visibility

- Recognition across all print and digital awards collateral and signage
- Special logo placement in the official event program
- Full-page advertisement in the event program
- Title banner placement on the awards website
- Individual recognition across social media (combined audience of 16,000+)
- Inclusion in all awards media releases
- Mention in general awards promotions

Exclusive Brand Features

- 30-second sponsor video played during the awards
- One (1) premium web advertisement in a sponsored e-message to the UBCP/ACTRA membership (8,800+ performers across BC and the Yukon)

We are proud to partner with our 2026 Presenting Sponsor **AFBS** in bringing this celebration of excellence to life.

FEATURE SPONSOR

\$15,000 | 1 OPPORTUNITY AVAILABLE

As the exclusive Feature Sponsor, your organization will be recognized as the leading partner of the awards, with premium visibility across all event touchpoints and communications.

BENEFITS:

Visibility

- Top-tier logo placement on all event materials and signage
- Prominent logo placement on the red carpet backdrop
- Logo display throughout the venue
- Featured logo placement on-screen during the event
- Logo on the Sponsors Page in the official event program
- Linked logo placement on the awards website

Event Presence

- Five (5) tickets with reserved premium seating

Marketing & Recognition

- Half-page advertisement in the event program
- Group acknowledgement across social media (combined audience of 16,000+)
- Inclusion in general awards promotions and marketing materials
- Verbal recognition during the event program

BENEFACTOR SPONSOR

\$1,000 ANNUALLY FOR FIVE YEARS (\$5,000 TOTAL COMMITMENT) - LIMITED TO 5 MEMBERS IN 2026

The Benefactor Sponsor tier is a five-year commitment created for members who want to play a meaningful role in sustaining and celebrating our community year-round. Benefactors commit to contributing \$1,000 each year for five years, helping support the continued growth of our programs and the success of our annual awards ceremony.

In recognition of this long-term commitment, Benefactors receive ongoing access, recognition, and exclusive opportunities throughout the five-year term.

BENEFACTOR RECOGNITION & BENEFITS

Exclusive Access

- Two (2) reserved seats at the annual awards ceremony each year

Recognition

- • Acknowledgement as a Benefactor Sponsor in the awards ceremony program each year
- • Recognition on-screen during the event
- • Inclusion on the Benefactors display in our office
- • Listing on our website and in select communications throughout the five-year commitment

BENEFACTOR SPONSOR

\$1,000 ANNUALLY FOR FIVE YEARS (\$5,000 TOTAL COMMITMENT) - LIMITED TO 5 MEMBERS IN 2026

The Benefactor Circle

Benefactors are recognized as part of the Benefactor Circle, a dedicated group of members whose generosity and leadership help sustain and strengthen our community.

To ensure meaningful recognition and engagement, participation in the Premiere Benefactor tier is limited to five members.

Additional benefits include:

- Invitation to a luncheon with Board Members and nominees***
- Opportunity to be featured in our member spotlight series
- A commemorative pin

Legacy Recognition

Upon completion of the five-year commitment, Benefactors will be permanently recognized as Legacy Benefactors, with distinct acknowledgement and priority placement on all future Benefactor listings and displays.

Premiere Benefactors

Members who join the Benefactor tier during its inaugural year will also be recognized as Premiere Benefactors. This designation honours their early leadership and support in establishing the program, and will remain part of their recognition permanently.

INDIVIDUAL AWARD SPONSOR

\$2,500 – \$5,000 | 8 OPPORTUNITIES AVAILABLE

Align your brand with excellence by sponsoring a specific award category and being directly associated with one of the evening's most celebrated moments.

BENEFITS:

- “Presented by” recognition during the live award presentation
- Logo engraved on the physical award
- Logo included on the official award certificate
- Recognition in the event program
- Inclusion on event signage and on-screen sponsor listings
- Recognition on the awards website
- Inclusion in select social media posts highlighting your sponsored category

Available Awards:

- Best Short Performance
- Best Performance – Made for TV Movie
- Best Supporting Performance - Made for TV Movie
- Best Supporting Performance – Series
- Best Lead Performance – Series
- Best Voice Performance
- Best Stunt Performance
- Best Supporting Performance – Motion Picture

INDUSTRY SPONSOR

\$1,500 – \$5,000 | 10 OPPORTUNITIES AVAILABLE

Industry Sponsors play a key role in supporting the broader ecosystem of talent and production behind the awards.

Benefits:

- Name or logo recognition in the event program
- Inclusion on sponsor backdrop and event signage
- Recognition on-screen during the event
- Listing on the awards website
- Inclusion in group social media acknowledgements

Added Value:

- Priority access to upgrade to future sponsorship opportunities
- Opportunity to include promotional material in guest gift bags (if applicable)

CUSTOM SPONSORSHIP OPPORTUNITIES

We are happy to work with partners to create tailored sponsorship packages that align with your brand's goals, including experiential activations, branded spaces, and multi-year partnerships.

Examples include:

- Community
- Craft
- Media
- Hospitality
- Guest Experiences
- Travel

OUR 2024 SPONSORS



ACTRA

DGC
DIRECTORS GUILD OF CANADA
BRITISH COLUMBIA



LIGHTHOUSE
PICTURES

Vancity



RED

PLAY
MANAGEMENT



GET IN TOUCH

2026 AWARDS SPONSORSHIP TEAM



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