



EMPOWERING BUSINESS.
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BARRHAVEN BIA

407-900 Greenbank Road
Ottawa, ON K2J 4P6

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BARRHAVEN BIA AWARDS PROGRAM FACT SHEET

In 2026, the Barrhaven BIA is proud to launch a new annual awards program to celebrate the achievements of our member businesses. There will be two award categories as part of the launch:

- **Marketing Award of Excellence:** This award recognizes a business that has demonstrated outstanding achievement in marketing at a local level through creativity, strategic thinking, and measurable results. The recipient has successfully built brand awareness, engaged customers, and driven business growth using innovative campaigns across digital, print, social media, events, or other marketing channels.
- **Community Leadership Award:** This award recognizes an individual from a Barrhaven BIA Member business who has made an exceptional contribution to strengthening our community through charitable giving, volunteerism, advocacy, and/or community engagement. This award celebrates an individual who goes beyond their day-to-day operations to make a meaningful and lasting impact on the lives of others.

These two categories were chosen for the launch as they will cover a broad range of businesses and feature one award for a business and one for an individual.

DETAILS

1. **ELIGIBILITY** – Only BBIA Member Businesses and their owners/staff are eligible to apply.
2. Entries will be judged against a standard set of criteria to determine a standardized score. The winning entry will be the one with the highest score.
3. Judging will be done by a working group of third party representatives, not BBIA Staff, Board Members, or Members. This ensures objectivity and reduces bias while also allowing all members to submit for consideration.
4. The criteria will allow for projects with small budgets to receive equal consideration for those with large budgets. Creativity, strategic thinking, and impact will be top criteria as opposed to scale.
5. Applications will be submitted online.
6. Applicants will be able to review the scoring metrics and judges rubric prior to submitting their entry.
7. There is a limit of 1 entry submission per business per year.
8. Entries must be submitted for projects that occurred within the last 12-18 months for the Marketing Award of Excellence.
9. A business may not win multiple times for the same (or similar) marketing project.
10. The Community Leadership Award, as it is presented to an individual, cannot be presented to the same person twice. It is possible to have winners from the same member business in subsequent years.
11. A person or business may self-nominate themselves or may be nominated by someone else.



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12. While all judges will be third party individuals, a conflict of interest is certainly possible. Should a judge realize that they have a personal or business relationship with a nominee, they should recuse themselves immediately from judging that particular entry.
13. A minimum criteria will be established for both awards. Should there only be one entry, that minimum criteria must be met in order to receive the award.

TIMELINE

September 9th - October 16th - Applications open.

October 17th - October 31st - Judging

November 2nd - Notify Winners

November 26th - Awards presented at BBIA AGM