Confluence Awards brings multicultural creator recognition to the United States

TORONTO, ONTARIO, CANADA, September 16, 2026 / EINPresswire.com/ -- Following a sold-out inaugural year in Canada, and a bronze win at the 2026 Summit Creative Awards, Confluence announces its U.S. expansion at HubSpot's UNBOUND 2026 and welcomes new brand partners for its North American program.

AV Communications (AVC), a RAD Intel company, today announced at HubSpot's UNBOUND 2026 that the Confluence Awards will expand into the United States for 2027. The move will establish Confluence as a North American award program recognizing multicultural creators and their work with brands to shape culture, drive commerce and build community across Canada and the U.S.

2027 Confluence Award Logo



2027 Confluence

Following a sold-out inaugural ceremony at Toronto's Four Seasons Hotel, the 2027 program will open nominations to creators based in both Canada and the United States, with events planned in both countries.

Creators from diverse and historically underrepresented communities have become essential to how brands reach audiences, earn trust and participate in culture. Yet their contributions remain underrepresented within traditional industry recognition programs. Confluence was created to give that work a larger stage and recognize influence across backgrounds, communities and borders.

Confluence is also welcoming new sponsors and brand partners for its 2027 program. Partnership opportunities will give brands a meaningful role in supporting multicultural creators while connecting directly with the audiences, communities and creative talent shaping what

comes next.

> Confluence gives that work the recognition it deserves, across every background and now across both sides of the border”
>
> *Joycelyn David*

Building on the Inaugural Year

The expansion comes as creators take on a more central role in how brands reach audiences and participate in culture. Goldman Sachs Research estimates that the global creator economy could reach $480 billion by 2027, nearly doubling from its 2023 size.

“The conversation has changed. Brands increasingly see creators as central to how they reach culture, build trust and connect with communities. Confluence gives that work the recognition it deserves, across every background and now across both sides of the border,” said Joycelyn David, owner and chief executive officer of AVC.

Brand Partnership of the Year

New for 2027, Brand Partnership of the Year will recognize an exceptional brand-creator collaboration that combines strong creative work, authentic cultural connection and measurable impact.

The category reflects the growing role creators play in brand strategy and gives creators and marketers an opportunity to celebrate partnerships that move culture and deliver meaningful results.

The 2027 program will feature 13 categories, including a new cross-border honor recognizing creators whose work connects audiences and communities across Canada and the United States.

Key Dates and Eligibility
Nominations are open to creators based in Canada or the United States who are actively creating on digital platforms. Both self-nominations and third-party nominations will be accepted.

- Nominations open: Sept 16, 2026
- Nominations close: Jan 8, 2027
- Finalists announced: March 2027
- Ceremonies and winner announcements: May 2027

Sponsorship and brand partnership opportunities for the 2027 program are now available.

About AV Communications
AV Communications, a RAD Intel company, is a multicultural marketing agency with deep

expertise in helping brands reach and engage diverse communities through strategic communications, media relations, creator partnerships, events and cultural intelligence.

About RAD Intel
RAD Intel is an AI-first holding company that builds, acquires and grows companies through shared intelligence, technology and operating capabilities. Its portfolio spans marketing, creator intelligence, multicultural communications and vision care, with each company contributing to a shared intelligence layer designed to improve decisions and compound growth across the portfolio.

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