



# UBUNTU AWARDS

## SPONSORSHIP KIT

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**3RD EDITION OF THE UBUNTU GALA**

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**OCTOBER 19TH, 2024**

St. Clement Of Ohrid Macedonian Orthodox Cathedral  
76 Overlea Blvd  
East York

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## Introduction

UBUNTU is an annual event with the ultimate goal of recognizing the CREOLE leaders from the Greater Toronto Area who contribute to the enhancement of cultural diversity in the Greater Toronto Area. These leaders, whatever their areas of intervention within the community, are a source of inspiration as well as references. This is why we would like to grant them the UBUNTU award, a prize of humanity and great gratitude towards those, which gives it all its essence, because "we are because they are".

This Recognition Gala is centered on celebrating the achievements and breakthroughs of the Creole language. This event provides our participants with a platform to come together, share, and connect, while allowing them to shine and continue to grow within their community.

We need the support of our leaders and the community to make UBUNTU a recurring and large-scale event.



# ABOUT THE ORGANIZERS

The UBUNTU Prize was created under the initiative of four community leaders, namely Dave Champagne, President and CEO of the Coalition Créole, Maurice Loccident, Founder and CEO of Lox Média, Dieufert Bellot, Founder and CEO of the Haitian Center for Training, Social Economy and Integrated Development (CHFESDI) and Marie-José Coulanges, Member of the organizing committee of the Ubuntu Awards Gala. These organizations share the same objective: to promote Creole culture, integration, and the social and professional development of Creole-speaking people living in Toronto and its surrounding cities.

## ORGANIZING ENTITIES



Coalition Créole  
Ontario



Lox Media



CHFESDI

CHFESDI



# ABOUT THE EVENT

On October 19, 2024, we will celebrate the 3rd edition of this annual gala in which nearly 200 members of the Creole-Franco-Ontarian community of Toronto will participate.

We aim to recognize **Creole Talents in Ontario** in the following areas:

- Media
- Community Involvement
- Politics
- Jeunesse prometteuse
- Business
- Sport
- Entrepreneurship
- Entertainment
- Etc...



## Highlights

The presence of His Excellency Mr. Weibert Arthus, Ambassador of the Republic of Haiti during the 2nd edition of Ubuntu.

Prestigious winners, such as Dr. Eric A. Pierre, Honorary Consul of the Republic of Haiti and Rosemary Sadlier, Champion of Black History Month, in 2023.



# Agenda



SEP

## COCKTAIL (To be confirmed)

The cocktail will aim to promote the event within the Creole community of Ontario.

To be confirmed

19  
OCT

## UBUNTU Gala

An evening during which we will present the Ubuntu awards, to highlight the talent and successes of Creoles who live and work in Ontario.

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# Why should you be a sponsor



## Visibility within the Creole community

We will promote your company within the Creole community of Ontario (37,000 people speak Creole in Ontario, according to Statistics Canada)

## Be in contact with potential customers

You will have the opportunity to promote your company and meet potential clients during the gala.

## Media coverage

You will benefit from media coverage within the French-speaking community (L'express, CHOQ FM 105.1)

# Visibility plan (1/4)



4,000\$

–

5,999\$

2,000\$

–

3,999\$

1,000\$

–

1,999\$

300\$

–

999\$

Visibility

Platinum

Gold

Silver

Bronze

Logo on the event poster



Logo on the sponsors page of our site



Logo on the event announcement on our social networks



Logo on a quarter page (¼) of the event program



Logo on half (½) page of the event program



Logo on a third of a page (1/3) of the event program





# Visibility plan (2/4)



4,000\$  
-  
5,999\$

2,000\$  
-  
3,999\$

1,000\$  
-  
1,999\$

300\$  
-  
999\$

Social Media

Platine

Or

Argent

Bronze

A publication on our social networks and those of our organizers presenting your support for UBUNTU:

- The week before the event
  - The week of the event
  - The week after the event as a thank you
- **individualized**



A publication on our social networks and those of our organizers presenting your support for UBUNTU:

- The week before the event
  - The week of the event
  - The week after the event as a thank you
- **Grouped**



# Visibility plan (3/4)



4,000\$  
-  
5,999\$

2,000\$  
-  
3,999\$

1,000\$ -  
1,999\$

300\$  
-  
999\$

## Promotion Campaign

Platine

Or

Argent

Bronze

Mention of your  
organization in the press  
release for the launch of  
the UBUNTU gala



Logo on letters to  
partners to thank them  
for their support after  
the UBUNTU gala



Logo on UBUNTU  
relaunch press releases



Logo on the banner of all  
sponsors



# Visibility plan (4/4)



Launch Cocktail

4,000\$  
–  
5,999\$

Platine

2,000\$  
–  
3,999\$

Or

1,000\$  
–  
1,999\$

Argent

300\$  
–  
999\$

Bronze

Your logo on electronic invitations



Display your own banner at the event



Show your video during the event  
(rotation with other sponsors)



Displaying your logo on the sponsor  
banner



Your logo in rotation on the general  
UBUNTU presentation broadcast  
during the evening



Tickets to attend the event





**Thank you.  
We look forward  
to working with  
you!**

**Contact us**

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**website**

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