

**2024  
GREATER GOLDEN  
HORSESHOE DIVERSITY  
AWARDS**

SPONSORSHIP REQUEST



## INTRODUCTION

Welcome to the first annual Greater Golden Horseshoe Diversity Awards and Luncheon, presented by the EMPOWER Strategy Group. Set for October 30, 2024, this premier event is dedicated to acknowledging and celebrating the extraordinary efforts of individuals, businesses, and organizations that have made significant strides in promoting diversity, equity, and inclusion (DEI) within their workplaces and the broader Greater Golden Horseshoe community.



## OUR MISSION

The establishment of the **Greater Golden Horseshoe Diversity Awards** underscores our commitment to recognizing those leading and supporting changes that embrace a culture of inclusion in DEI—those who create inclusive environments, advocate for equity, and foster a sense of belonging. Through their tireless efforts, these champions of DEI drive positive change, contributing to the advancement of a more equitable society.



## AWARD CATEGORIES AND DESCRIPTIONS

We invite nominations across four diverse categories to honour the broad spectrum of contributions made towards DEI:



### 1. Organizational Diversity and Inclusion Leadership

Celebrates organizations or businesses that have demonstrated exceptional leadership and dedication to promoting diversity and inclusion within their workplaces.

### 2. Senior Leader Diversity Champion

Recognizes senior leaders who have been pivotal in driving DEI initiatives, and influencing organizational culture, policies, and practices towards greater inclusivity.

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### 3. Community Diversity Champion

Honours individuals who extend their DEI efforts beyond the workplace, actively supporting and engaging with marginalized communities to foster equity and inclusion in the broader society.

### 4. Youth Diversity Champion

Celebrates young individuals who have shown outstanding commitment to advancing DEI. These young champions embody the future of leadership and activism, working to create inclusive spaces within their communities and workplaces.



## **SPONSORSHIP OPPORTUNITIES**

**Sponsoring the Greater Golden Horseshoe Diversity Awards and Luncheon offers a unique platform to align with the principles of DEI, while gaining visibility and recognition among a wide audience of professionals, community leaders, and organizations dedicated to fostering inclusivity.**

## WHY SPONSOR?

- **Brand Alignment:** Showcase your commitment to DEI and position your brand alongside these values.
- **Visibility and Recognition:** Gain exposure across the Greater Golden Horseshoe region among key DEI stakeholders.
- **Networking Opportunities:** Connect with industry leaders, decision-makers, and influential figures in the DEI space.
- **Community Impact:** Play a role in supporting initiatives that drive positive social change towards more inclusive communities.

## SUPPORTING THE Greater Golden Horseshoe DIVERSITY AWARDS AND LUNCHEON

SPONSORSHIP PACKAGE	DIAMOND \$15,000	GOLD \$10,000	SILVER \$7,000	BRONZE \$5,000	SUPPORTER \$2,500
<b>Attendance</b>					
Complimentary Tickets to Awards and Reception	10	8	6	4	2
<b>Speaking and Presentations</b>					
Opportunity to Introduce Guest Speaker	x				
Right of first refusal to select award category	x	x	x		
Opportunity to Present Award	x	x	x		
Opportunity to Introduce Performer	x	x	x		



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<b>Brand Exposure</b>					
Verbal Acknowledgement from the podium	X				
Prime placement of ad in the program booklet	X	X			
Company logo on rotating sponsorship screen at event	X	X	X	X	X
Name and logo on invitations, event promotional flyer, website, and all promotional materials	X	X	X	X	
Name in all media releases and articles about the event	X				
Advertising space within the Greater Golden Horseshoe Diversity Awards and Luncheon Event Programme as 'Sponsor'					

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<b>Brand Exposure</b> Photo opportunity with all award winners at the National Greater Golden Horseshoe Diversity Awards and Luncheon event	X	X	X	X	X
Distribution of Company Literature inside all the Golden Horseshoe Diversity Awards and Luncheon National Diversity Awards event bags	X	X	X	X	X



## **CUSTOMIZED SPONSORSHIP PACKAGES**

**We are open to customizing sponsorship packages to meet your organization's specific goals and priorities, whether you're interested in increasing brand visibility, supporting a particular aspect of the awards program, or exploring additional engagement opportunities.**

# JOIN US

By sponsoring the first annual Greater Golden Horseshoe Diversity Awards, you will not only affirm your organization's commitment to fostering diversity, equity, and inclusion but also celebrate and honour those who are making a difference in the Greater Golden Horseshoe region. Let's collaborate to build a more inclusive and equitable future for all.

## CONTACT US

For more information on sponsorship opportunities or to discuss custom packages, please contact:

**EMPOWER Strategy Group**

Email: [gghdiversityawards@empowerstrategygroup.com](mailto:gghdiversityawards@empowerstrategygroup.com)

We invite you to be a part of this inaugural celebration, where together, we will spotlight the achievements and contributions of DEI champions across the Greater Golden Horseshoe.

