

# SPONSORSHIP PACKAGE



## *2024 Serving With Pride Gala*

# *Gala & Awards Night*

November 2nd

A NIGHT OF CELEBRATION



**HOSTED BY:  
TORONTO POLICE SERVICE**

*Inspiring change from the inside, out.*

# MESSAGE FROM THE BOARD



Thank you for your interest in sponsoring Serving With Pride's 2024 Gala and Awards Night. This year's event promises to be both impactful and memorable as we honour our organization and the extraordinary individuals who tirelessly work to support the 2SLGBTQ+ community. This year's gala will be located at the Liberty Grand Entertainment Complex, in Toronto.

Your sponsorship is vital for the success of Serving With Pride and our objectives of educating, raising awareness, advocating for, and recognizing our 2SLGBTQ+ colleagues in Ontario. By becoming a sponsor, you will also be supporting our pioneering training program and the unique 2SLGBTQ+ scholarship for law enforcement and criminal justice students offered by a 2SLGBTQ+ law enforcement organization.

Serving With Pride champions the rights and recognition of 2SLGBTQ+ individuals in law enforcement, prison, and criminal justice professions. We strive for diversity, equity, and inclusion across various sectors to ensure a welcoming and safe environment for all employees. Sponsoring the Gala & Awards Night on November 2nd, 2024, is a significant opportunity to celebrate, acknowledge, and support 2SLGBTQ+ police, corrections, and criminal justice personnel, showcasing your commitment to fostering community partnerships.

Please contact us today to make your sponsorship contribution.

# MESSAGE FROM CHIEF DEMKIW



As the Chief of Police of the Toronto Police Service (TPS), it is my pleasure to announce that the Toronto Police Service will be co-hosting this year's annual Serving with Pride gala.

As you are aware, one of my top priorities is improving trust in and within the TPS. To achieve this, one of the intentional steps we have taken is collaborating with 2SLGBTQIA+ groups such as Serving with Pride. Our own members, with their lived experiences and connections, play a crucial role in repairing, earning, and maintaining the trust of the 2SLGBTQIA+ communities. The work that Serving with Pride does, including its excellent training program and bursaries for youth, is essential and must continue.

At present Serving with Pride does not benefit from outside funding and depends on direct support to co-host the annual gala. For many Criminal Justice Professionals in Ontario, this event is their only opportunity to openly network with other 2SLGBTQIA+ members. I'm excited to see this night come to fruition, and I am hopeful I can count on your support to make this year's Serving with Pride gala the best yet.

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# OUR VISION AND MISSION



## VISION

The vision of Serving with Pride is one of an optimized work environment including diversity, integrity, awareness, and equity of 2SLGBTQ+ employees within policing, Corrections and criminal justice professions, where there are no barriers, stereotypes or bias AND positive policing, corrections and criminal justice systems where organizations are sensitive to the unique needs of the 2SLGBTQ+ community and consistently build bridges to better understand and serve them.

## MISSION

**Inspiring change from the inside, out.**

**Serving with Pride will:**

- Encourage, advance, and promote 2SLGBTQ+ policing, Corrections and criminal justice professionals.
- Provide education and awareness, crucial to providing 2SLGBTQ+ policing, Corrections and criminal justice professionals with a safe work environment.
- Provide education, advise and awareness in which agencies can use to better understand and build bridges with their 2SLGBTQ+ communities.
- Support 2SLGBTQ+ policing, Corrections and criminal justice personnel to be “out” in the workplace.
- Provide a safe and supportive forum for members to network, inspire, and communicate more effectively with each other throughout the Province of Ontario.
- Support the pursuit of education by providing learning opportunities for police personnel, corrections, criminal justice professionals and allies to raise awareness and understanding of the 2SLGBTQ+ community.
- Support 2SLGBTQ+ youth in their pursuit of education or training in policing, Corrections or criminal justice studies, through a scholarship program.
- Acknowledge and celebrate the work of 2SLGBTQ+ personnel through an awards program.

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# ORGANIZATIONAL GOALS



## GOALS

- Provide and support systemic change to ensure that 2SLGBTQ+ members are visible and valued as equal members.
- Develop and maintain an effective 2SLGBTQ+ employee support and networking system between Ontario-based agencies and other organizations that support our initiatives.
- Promote, develop, and initiate mentoring programs for 2SLGBTQ+ members and allies, within our agencies and communities.
- Build bridges to promote positive relationships between 2SLGBTQ+ members and their respective organizations and break down systemic barriers and stereotyping.
- Support the pursuit of post-secondary education by providing opportunities to 2SLGBTQ+ youth.
- Demonstrate integrity and a positive professional image to our colleagues and the communities we serve.
- Ensure a safe and welcoming environment for all members within our respective law enforcement, Corrections and criminal justice organizations.
- Encourage, promote, and inspire future membership within our organization.



*Inspiring change from the inside, out.*

# TICKET PRICES



**ONE TICKET**

**\$160**

**ONE TABLE**

**= 10 TICKETS**

**\$1600**



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# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSOR



### PLATINUM SPONSOR

10 complimentary tickets  
A sponsorship plaque presented by SWP Co-Chairs  
4 social media mentions (Facebook, Twitter, Instagram & LinkedIn)  
Logo displayed at the gala, on programs, and on the SWP website.  
Acknowledged by name at the gala  
Mention in SWP newsletter to members

**\$10,000**

### GOLD SPONSOR

6 complimentary tickets  
3 social media mentions (Facebook, Twitter, Instagram & LinkedIn)  
Logo displayed at the gala, on programs, and on the SWP website.  
Mention in SWP newsletter to members

**\$7,500**

### SILVER SPONSOR

4 complimentary tickets  
2 social media mentions (Facebook, Twitter, Instagram)  
Logo displayed at the gala and on the SWP website  
Mention in SWP newsletter to members

**\$5,000**

### BRONZE SPONSOR

2 complimentary tickets  
1 social media mention (Facebook, Twitter, Instagram)  
Logo displayed at the gala  
Mention in SWP newsletter to members

**\$3,000**

# AWARDS PROGRAM



We are accepting nominations for our game-changers, our heroes, and our community impact makers. We can't wait to name our 2024 **Visibility and Ally award recipients.**

## **VISIBILITY AWARD**

This award will be presented to a police officer, corrections officer, or other law enforcement official, civilian or uniformed, who are “out” (identifies as 2SLGBTQ+). The recipient is inspirational and works tirelessly to build positive relationships and trust within their respective organization, law enforcement community and the public. The recipient is a role model; supports the 2SLGBTQ+ community; has high ethical standards; and raises the profile of 2SLGBTQ+ issues and people within the law enforcement and criminal justice community.

## **ALLY AWARD**

This award will be presented to a police officer, corrections officer, or other law enforcement official, civilian or uniformed, who identifies as a 2SLGBTQ+ ally and who work tirelessly to build positive relationships and trust within their respective organization, law enforcement community and the public. The recipient provides outstanding and significant support to the 2SLGBTQ+ law enforcement community and embodies the principles of diversity, inclusion, and equity through their work.

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# HOW DO I SPONSOR?



**The Serving with Pride executive  
and our 2SLGBTQ+ colleagues  
across Ontario would like to  
thank you for your interest and  
continued support.**

**Sponsorship is easy!**

**Contact Rob Chevalier at  
9808@tps.ca or 416-346-5940  
to make arrangements.**

2024 *Serving With Pride  
Gala*