



Canadian Centre for Diversity and Inclusion  
Centre canadien pour la diversité et l'inclusion

# Bloom! and Awards of Success

## Sponsorship opportunities

April | 2017

CANADIAN CENTRE FOR DIVERSITY & INCLUSION



# BLOOM

OLD FRIENDS - NEW BEGINNINGS

PRESENTING THE

## *Awards of Success*



[www.ccdi.ca](http://www.ccdi.ca)

## What are Bloom! and the Awards of Success?

Bloom! is a celebration: a celebration of spring; a celebration of individuals who are deeply committed to diversity and inclusion, and a celebration of the success of the Canadian Centre for Diversity and Inclusion (CCDI).

This event represents a milestone for CCDI. The Canadian Centre for Diversity and Inclusion has blossomed and come into its own as the preeminent leader in diversity and inclusion in Canada; with a mission to generate the awareness, dialogue and action for people to recognize diversity as an asset and not an obstacle.

We are building on the momentum and excitement that this event brought us in April 2016. With your help, we can make Bloom! even bigger and better than last year's triumphant first gala!

## Why sponsor Bloom! and the Awards of Success?

Sponsorship of Bloom! presents an incredible opportunity for an organization that doesn't just want to look like a leader, but **is** a leader!

In four short years, CCDI has quickly earned a reputation for being at the cutting edge of the diversity and inclusion conversation in Canada. With over 90 Employer Partners, hundreds of events, and countless impactful initiatives, CCDI has made a significant mark on the diversity and inclusion landscape, and this is only the beginning!

But we can't do it alone. Sponsoring Bloom! isn't just about putting your logo on something. Sponsoring Bloom! is about being part of something. Sponsors can:

- increase their diversity and inclusion profile at this event, which will attract an audience of 200+ C-Suite executives, and diversity and inclusion practitioners and champions.
- network with leaders and influencers within the diversity and inclusion community.
- have an opportunity to entertain clients and guests and show a commitment to inclusion.
- celebrate the success of the three award recipients – Senior Executive of the Year; Diversity and Inclusion Practitioner of the Year; and Community Contributor of the Year.
- support the Canadian Centre for Diversity and Inclusion's operations.

All proceeds directly support the delivery of CCDI's programs, including the See Different Movement – a youth leadership development program designed to promote safer, more accepting and inclusive school environments.

Charitable Registration Number: 10684-4822-RR0001.

## Awards of Success

Over the course of the evening, we will present the Awards of Success, which will recognize three individuals from across the country. The awards recognize those who have contributed to diversity and inclusion in their workplaces, and broadly within Canada. The award categories are as follows:

### Senior Executive of the Year

This award is given to a senior executive (or the most senior person in an organization) for their outstanding contribution and commitment to diversity and inclusion within their organization. The Senior Executive of the Year takes ownership of the diversity agenda and is responsible for driving change in their workplace. They have diversity as part of their performance accountabilities and provide the necessary gravitas to ensure diversity and inclusion objectives are met.

### Diversity and Inclusion Practitioner of the Year

This award is given to a person who is a full- or part-time diversity and inclusion practitioner. Their work in diversity and inclusion is (part of) their paid job. They are a subject matter expert in diversity and inclusion, and are responsible for crafting their organization's diversity and inclusion strategy, as well as executing initiatives.

### Community Contributor of the Year

This award is given to a person who goes above and beyond to effect change in Canadian society as it relates to diversity and inclusion. This work can either be paid or volunteer, and may focus on any dimension of diversity.

Nominations for the Awards of Success will be open January 1, 2017.

## Levels of sponsorship

### Presenting Sponsor

The **Presenting Sponsor** receives the maximum value and profile through their support of Bloom! prior to and during the event. Being a Presenting Sponsor shows an unsurpassed commitment to diversity and inclusion, and provides exceptional benefits, including:

- **Company name and logo**
  - » Name and logo on dedicated signage for Registration and Welcome signage
  - » Name and logo recognition in all marketing communications leading up to and after the event
  - » Name and logo on website linked to company website
  - » Name and logo on event e-invite
- **Sponsor slides for video screens**
  - » Dedicated rotating slide with company name and logo
- **Program book recognition**
  - » Full page colour ad
- **Social media mentions**
  - » 4 Twitter mentions from the CCDI Twitter account which has 8900+ followers
  - » 4 Facebook mentions from the CCDI Facebook page which has 7100+ followers
  - » 4 Instagram posts from the CCDI Instagram account which has 200+ followers
- **Company representation and additional recognition**
  - » Opportunity for a representative to speak during event introduction
- **Tables and tickets**
  - » Two VIP tables of 8
  - » Opportunity to provide branded VIP gift bags for product placement

**Presenting Sponsor fee: \$35,000**

\*1 available

## Award Sponsor

**Award Sponsors** receive special recognition in having the naming rights to CCDI's Awards of Success. This provides exceptional value and profile throughout the promotion of Bloom! and during the event. Benefits include:

- **Company name and logo**
  - » Name and logo recognition in all marketing communications leading up to and after event
  - » Name and logo on website linked to company website
  - » Name and logo on event e-invite
  
- **Sponsor slides for video screens**
  - » Dedicated rotating awards slide with company logo
  
- **Program book recognition**
  - » Full page colour ad
  
- **Social media mentions**
  - » 3 Twitter mentions from the CCDI Twitter account which has 8900+ followers
  - » 3 Facebook mentions from the CCDI Facebook page which has 7100+ followers
  - » 3 Instagram posts from the CCDI Instagram account which has 200+ followers
  
- **Company representation and additional recognition**
  - » Opportunity for a representative to speak and present an award at the event
  - » Naming rights of one of the Awards of Success
  
- **Tables and tickets**
  - » One well-positioned table of 8

**Award Sponsor fee: \$25,000**

\*3 available

## Gold Sponsor

**Gold Sponsors** receive exceptional value and profile throughout the promotion of Bloom! and during the event. Being a Gold Sponsor shows a strong commitment to diversity and inclusion, and provides excellent benefits, including:

- **Company name and logo**
  - » Name and logo on Gala signage at event
  - » Name and logo recognition in all marketing communications leading up to and after event
  - » Name and logo on website linked to company website
- **Sponsor slides for video screens**
  - » Logo on rotating slides throughout the evening
- **Program book recognition**
  - » Half page colour ad
- **Social media mentions**
  - » 2 Twitter mentions from the CCDI Twitter account which has 8900+ followers
  - » 2 Facebook mentions from the CCDI Facebook page which has 7100+ followers
  - » 2 Instagram posts from the CCDI Instagram account which has 200+ followers
- **Tables and tickets**
  - » One well-positioned table of 8

**Gold Sponsor fee: \$15,000**

\*4 available

## Silver Sponsor

**Silver Sponsors** receive positive exposure throughout the promotion of Bloom! and during the event. Being a Silver Sponsor shows your commitment to the diversity and inclusion journey. Silver Sponsor benefits include:

- **Company name and logo**
  - » Name and logo on Gala signage at event
  - » Name and logo recognition in all marketing communications leading up to and after event
  - » Name and logo on website linked to company website
- **Sponsor slides for video screens**
  - » Logo on rotating slides throughout the evening
- **Program book recognition**
  - » Quarter page colour ad
- **Social media mentions**
  - » 2 Twitter mentions from the CCDI Twitter account which has 8900+ followers
  - » 2 Facebook mentions from the CCDI Facebook page which has 7100+ followers
  - » 2 Instagram posts from the CCDI Instagram account which has 200+ followers
- **Tables and tickets**
  - » One table of 8

**Silver Sponsor fee: \$10,000**

\*3 available



## Bronze Sponsor

**Bronze Sponsors** receive positive exposure throughout the promotion of Bloom! and during the event. Being a Bronze Sponsor is an excellent way to show your commitment to diversity and inclusion and to the work of CCDI. Bronze Sponsor benefits include:

- **Company name and logo**
  - » Name and logo on Gala signage at event
  - » Name and logo recognition in all marketing communications leading up to and after event
  - » Name and logo on website linked to company website
- **Sponsor slides for video screens**
  - » Logo on rotating slides throughout the evening
- **Program book recognition**
  - » Program space available for purchase
- **Social media mentions**
  - » 2 Twitter mentions from the CCDI Twitter account which has 8900+ followers
  - » 2 Facebook mentions from the CCDI Facebook page which has 7100+ followers
  - » 2 Instagram posts from the CCDI Instagram account which has 200+ followers
- **Tables and tickets**
  - » One table of 8

**Bronze Sponsor fee: \$8,000**

\*6 available

## Media and In-Kind Sponsor

We recognize the significant value that **Media and In-Kind Sponsors** bring to an event like Bloom! Media and In-Kind Sponsor benefits include:

- **Company name and logo**
  - » Name and logo on Gala signage at event
  - » Name and logo recognition in all marketing communications leading up to and after event
  - » Name and logo on website linked to company website
- **Sponsor slides for video screens**
  - » Logo on rotating slides throughout the evening
- **Program book recognition**
  - » Program space available for purchase
- **Social media mentions**
  - » 2 Twitter mentions from the CCDI Twitter account which has 8900+ followers
  - » 2 Facebook mentions from the CCDI Facebook page which has 7100+ followers
- **Tables and tickets**
  - » 2 complimentary tickets to the Gala
  - » Opportunity to provide branded VIP gift bags for product placement

**Media & In-Kind Sponsor fee: Min. value \$2,500**  
\*unlimited

## Table sales

Table sales provide the CCDI community a unique opportunity to get together and discuss common issues or just to celebrate the amazing work done everyday! Stay tuned to our website to find out when table sales open up!

**Full table of 8: \$5,000; half table of 4: \$2,500**

## Sponsorship comparison

Details	Sponsor level					Media / I.K. \$2, 500
	Presenting \$35, 000	Award \$25, 000	Gold \$15, 000	Silver \$10, 000	Bronze \$8, 000	
<b>Company name and logo</b>						
Name and logo on dedicated signage for registration and welcome signage	•					
Name and logo on gala signage at event			•	•	•	•
Name and logo recognition in all marketing communications leading up to and after event	•	•	•	•	•	•
Name and logo on website linked to company website	•	•	•	•	•	•
Name and logo on event e-invite	•	•				
<b>Sponsor slides for video screens</b>						
Logo on rotating looped slides throughout the evening			•	•	•	•
Dedicated rotating slide with company name and logo	•					
Dedicated rotating awards slide with company logo		•				
<b>Program book</b>						
Full page colour ad	•	•				
Half page colour ad			•			
Quarter page colour ad				•		
Program ad space available for purchase					•	•
<b>Social media mentions (# per)</b>						
Twitter	4	3	2	2	2	2
Facebook	4	3	2	2	2	2
Instagram	4	3	2	2	2	
<b>Representation and recognition</b>						
Opportunity for a representative to speak and present award at the event		•				
Opportunity for a representative to speak during event introduction	•					
Naming rights of one of the Awards of Success		•				
<b>Tables and tickets</b>						
Two VIP tables of 8	•					
One well-positioned table of 8		•	•			
One table of 8				•	•	
Opportunity to provide branded VIP gift bags for product placement	•					•
Two complimentary tickets to the gala						•

## Our story

Our mission is to help our Employer Partners and individual practitioners achieve significant differences in their organizational performance by providing them with the tools, knowledge and information, and education to create more inclusive workplaces in Canada.

Our vision is to be the trusted advisor for diversity and inclusion, human rights and equity, and human resources practitioners, as well as Canada's leading centre of excellence on diversity and inclusion.

CCDI ties together traditional business strategy and consulting with innovative research, technology and data analysis with social purpose. As a charitable organization that thinks like a business, learning infuses CCDI's products, services and events. CCDI has quickly earned a reputation for thinking outside the box, and doing things differently.

## Our services

### » Consulting

Our clients trust us as an impartial third party to address specific diversity and inclusion issues within the workplace as well as internal issues addressing behaviours that aren't always readily identified as diversity issues. The breadth of experience of our team is what sets us apart; with 6 senior diversity and inclusion practitioners from the corporate world, there is a shared vision that's adaptable to the situation at hand and avoids the limits of dogmatic solutions by being responsive to current situations, which are always fluid.

### » Workshops

Our workshops are developed to address the most pressing diversity and inclusion issues we see employers facing today; turning discontent and undesirable behaviours into employee satisfaction, improving team productivity and customer relations with outcomes that often exceed and outlast expectations.

### » Research

Clients are using our Diversity Census Tool to measure their organizations' inclusion performance. We also offer valuable analysis that has helped employers identify behavioural issues that might not have been identified as diversity issues – with outcomes that have increased employee engagement and boosted brand perception with results which frequently last longer than clients expect.

### » Legislative Support

Compliance with legislation isn't just about understanding what the legislation says – it's about understanding the practicality, and expectations of being in compliance. CCDI team has over 75 collective years of experience delivering practical solutions related to legislative compliance at some of Canada's largest employers.

### » Speaking engagements

Supporting our individual members and employer partners on their diversity and inclusion journey. Providing engaging, productive networking and promising practice sharing events where business, human resources and diversity and inclusion professionals come together to share and learn.

## Canadian Centre for Diversity and Inclusion (CCDI)

CCDI has a mission to help the organizations we work with be inclusive, free of prejudice and discrimination – and to generate the awareness, dialogue and action for people to recognize diversity as an asset and not an obstacle. Through the research, reports and toolkits we develop and our workshops, events and workplace consultations, we're helping Canadian employers understand their diversity, plan for it and create inclusion.

CCDI's leadership has a proven model that's cultivated trust as an impartial third party. Our expertise is focused on the topics of inclusion that are relevant in Canada now and the regional differences that shape diversity.

A charitable organization that thinks like a business, we have created a niche with our innovative research technology and data analysis that brings a deeper understanding of Canadian diversity demographics and mindsets at any given moment.

CCDI is grateful for the support of our over 100 Employer Partners across Canada. For enquiries, contact Susan Rogers, Chief Client Officer, [susan.rogers@ccdi.ca](mailto:susan.rogers@ccdi.ca) or (416) 968-6520.

## Contact us

To learn more or to book your **Bloom!** or **Awards of Success** sponsorship opportunity, please contact:

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CCDI is grateful for the ongoing support of our Founding Partners.



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