



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

# Bloom!/Awards of Success

Sponsorship opportunities

April/May 2018



## What is Bloom! and what are 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 2016 and 2017. With your help, we can make Bloom! even bigger and better than last year's triumphant first gala!

### Why become a sponsor?

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 150 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 350+ 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 award recipients – Senior Executive of the Year; Diversity and Inclusion Practitioner of the Year; Community Contributor of the Year; and new for 2018 Employer Initiative of the Year and ERG of the Year.
- » Support CCDI's operations across Canada.

Charitable Registration Number: 10684-4822-RR0001.

**New for 2018: Bloom! goes National!**

This year, we will have two Bloom! events – in Toronto on **April 26**, and in Calgary on **May 24**



## 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:

### 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.

### 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.



### Employer Initiative of the Year

This award is intended to recognize an Employer for a specific initiative or promising practice that has had an impact on a diverse group.



### ERG of the Year

This award will recognize the people behind an Employee Resource Group (aka Business Resource Group, Affinity Group, etc.) for a specific initiative put on by the resource group.

### 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.

Nominations for the Awards of Success are open now.

### **New for 2018: The Awards of Success go National!**

This year, we will award two 'sets' of awards – one set for Western Canada (presented at Bloom! Calgary) and one for Eastern Canada (presented at Bloom! Toronto). Award location will be determined by the location of the individual or head office of the organization. A total of 10 Awards of Success will be presented.



## Sponsorship Levels

### 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 events
  - Name and logo on website linked to company website
  - Name and logo on event e-invites
- » **Sponsor slides for video screens**
  - Dedicated rotating slide with company name and logo
- » **Program book recognition**
  - Full page colour ad in event program
- » **Social media mentions**
  - Five Twitter mentions from the CCDI Twitter account which has 10,500+ followers
  - Five Facebook mentions from the CCDI Facebook page which has 7800+ followers
  - Five Instagram posts from the CCDI Instagram account which has 200+ followers
- » **Company representation and additional recognition**
  - Opportunity for a representative to speak during the events
- » **Tickets**
  - 20 VIP tickets (a \$15,000 value, can be used in either Calgary, Toronto or both)
  - Opportunity to provide branded VIP gift bags for product placement

*\* All benefits relate to both Bloom! in Calgary and Bloom! in Toronto*

**Presenting Sponsor fee: \$27,000**

\*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 events
  - Name and logo on website linked to company website
  - Name and logo on event e-invites
- » **Sponsor slides for video screens**
  - Dedicated rotating awards slide with company logo
- » **Program book recognition**
  - Full page colour ad in the event program
- » **Social media mentions**
  - Four Twitter mentions from the CCDI Twitter account which has 10,500+ followers
  - Four Facebook mentions from the CCDI Facebook page which has 7,800+ followers
  - Four Instagram posts from the CCDI Instagram account which has 200+ followers
- » **Company representation and additional recognition**
  - Opportunity for a representative to speak and present the award at the event
  - Naming rights of one of the Awards of Success
- » **Tickets**
  - Ten VIP tickets (a \$7,500 value, can be used in either Calgary, Toronto or both)

\* All benefits relate to both Bloom! in Calgary and Bloom! in Toronto

**Award Sponsor fee: \$21,000**

~~\*5 available~~

\*4 available

**Community Contributor of the Year Sponsor:** HSBC Bank Canada



## 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 in event program
- » **Social media mentions**
  - Three Twitter mentions from the CCDI Twitter account which has 10,500+ followers
  - Three Facebook mentions from the CCDI Facebook page which has 7,800+ followers
  - Three Instagram posts from the CCDI Instagram account which has 200+ followers
- » **Tickets**
  - Ten tickets (a \$5,000 value, can be used in either Calgary, Toronto or both)

### Gold Sponsor fee:

National: \$15,000

Toronto or Calgary: \$11,000

\*4 available (total per city)



## Silver Sponsors

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**
  - Quarter page colour ad in the event program
- » **Social media mentions**
  - Two Twitter mentions from the CCDI Twitter account which has 10,500+ followers
  - Two Facebook mentions from the CCDI Facebook page which has 7800+ followers
  - Two Instagram posts from the CCDI Instagram account which has 200+ followers
- » **Tickets**
  - Ten tickets (a \$5,000 value, can be used in either Calgary, Toronto or both)

### Silver Sponsor fee:

National: \$12,500  
Toronto *or* Calgary: \$8,000  
\*6 available (total per city)



## Bronze Sponsors

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**
  - One Twitter mentions from the CCDI Twitter account which has 10,500+ followers
  - One Facebook mentions from the CCDI Facebook page which has 7800+ followers
  - One Instagram posts from the CCDI Instagram account which has 200+ followers
- » **Tables and tickets**
  - Five tickets (a \$2,500 value, can be used in either Calgary, Toronto or both)

### **Bronze Sponsor fee:**

National: \$8,000  
Toronto *or* Calgary: \$4,000  
\*10 available (total per city)



## Sponsorship Comparison

Sponsor Level					
Details	Presenting	Award	Gold	Silver	Bronze
Name/logo on signage at event	•	•	•	•	•
Name/logo on all marketing/communications materials	•	•	•	•	•
Name/logo on website, with link	•	•	•	•	•
Name/logo on event invite	•	•			
Name/logo on dedicated signage at registration/welcome	•				
Opportunity to provide branded VIP gift bags for product placement	•				
<b>Sponsor slides for</b>					
Dedicated rotating slide with company name and logo	•				
Logo on rotating looped slides throughout the evening			•	•	•
Dedicated rotating awards slide with company logo		•			
<b>Program book</b>					
Colour ad	Full Page	Half page	Quarter page		
<b>Social media</b>					
Mentions	15	12	9	6	3
<b>Representation and recognition</b>					
Opportunity for a representative to speak during event introduction	•				
Opportunity for a representative to speak and present award at the event		•			
Naming rights of one of the Awards of Success		•			
<b>Tickets</b>					
VIP tickets	20	10			
Tickets			10	5	2

## 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 150 Employer Partners across Canada.

## Contact us

For any questions regarding the benefits of becoming a CCDI Employer Partner, please contact:

Susan Rogers  
Chief Officer, Partner Relations  
1-416-968-6520 x 103  
[susan.rogers@ccdi.ca](mailto:susan.rogers@ccdi.ca)

For any questions regarding other CCDI services, please contact:

Nyla Camille Guerrero  
Director, Partner Relations  
1-416-968-6520 x 112  
[nyla.camille@ccdi.ca](mailto:nyla.camille@ccdi.ca)

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



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