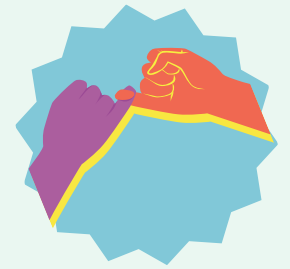


**SOUTH ASIAN, CHINESE,
AND HISPANIC
MULTICULTURAL
STORYTELLING FESTIVAL**



Sponsorship Package

**Saturday, September 7, 2019 2:00
pm to 8:00 pm
Albert Campbell Square
150 Borough Dr, Scarborough ON,
M1P 0B1**



Funded by the
Government
of Canada

Canada 

***South Asian, Hispanic and Chinese
Multicultural Storytelling Festival***

Sponsorship Package

Saturday, September 7, 2019

2:00 pm to 8:00 pm

Albert Campbell Square

150 Borough Drive, Scarborough ON, M1P 0B1

Organized by:

Council of Agencies Serving South Asians (CASSA)

Hispanic Development Council (HDC)

The Chinese Canadian National Council of Toronto (CCNCTO)

***Featuring: Intergenerational Storytelling, Music, Dance, Food, Kids Activity,
and Shopping***



CASSA is a social justice umbrella organization, working in Ontario since 1991. As a non-profit organization, CASSA facilitates economic, social, political and cultural Empowerment of South Asians by serving as a resource for information, research, mobilization, coordination, and leadership on social justice for the community.

Funded by the
Government
of Canada

Canada 

Dear Sponsor:

Council of Agencies Serving South Asians (CASSA), Hispanic Development Council (HDC) and Chinese Canadian National Council Toronto Chapter (CCNCTC) cordially invite you to participate as a Sponsor at the Multicultural Storytelling Festival. This event is organized with the support of the Government of Canada's Department of Canadian Heritage. The festival will take place on Saturday, September 7, 2019, at Albert Campbell Square from 2:00 pm to 8:00 pm.

The festival will assist in building bridges between Chinese, Hispanic and South Asian communities in the Greater Toronto Area by bringing together these communities under one roof and providing an opportunity to educate on each other's culture and struggles as racialized communities. Members of other diverse communities will also attend the Festival, their presence will be an added advantage, as they will also benefit from an intercultural understanding of the richness of Chinese, Hispanic, and South Asian communities' experiences. Along with that, the sponsors for the Festival also get to engage with a diverse group of people and increase their brand recognition. The Festival will also shine a spotlight on the stories of seniors and youth by facilitating intergenerational conversations throughout the festival. We will be providing a safe space to seniors and youth to tell their stories of struggles, acceptance, survival, immigration, settlement, and integration.

Thousands of people will gather for the Festival, residents of the Greater Toronto Area, media, civil society, and elected representatives are also participating in this event. The Festival will be vibrant and reflect the diversity of all three communities. It will showcase dynamic forms of art and culture such as dance, music, poetry, food. We are expecting over 40 non-profit and business agencies to attend the event in order to promote their product and services.

Your participation as a Sponsor would make this event a great success.

Sincerely,
Samya Hassan
Executive Director



Over 100 community members will be volunteering to help organize the Multicultural Storytelling Festival. The festival will run from 2:00 pm to 8:00 pm, and will be full of a diverse range of activities for all age groups.

The day will commence with a wide range of fun-filled activities:

Activities at a Glance:

Multicultural Cuisine

Live Music Performances

Classical & Folk Dances

Poetry and Intergenerational Storytelling

Kid's Activity Corner

Henna Art

Stalls of Non-profit and Business agencies about their services and products

Stalls of clothing, souvenirs, jewelry, and handicrafts

Exhibits and More!



Get Involved Today

Become a Sponsor!

We want to offer our business and service communities an opportunity to capitalize on a large number of people attending the Multicultural Storytelling Festival. Our Sponsorship Package will be valuable to many businesses in the region, and beyond.

We are pleased to offer you the following sponsorship levels:

Platinum Title Sponsorship \$ 3,000

Gold Sponsorship: \$ 2,000

Silver Sponsorship: \$ 1,000

Bronze Sponsorship: \$ 500



Platinum Title Sponsorship

\$ 3,000

Privileges

Exclusive festival slogan naming rights

Naming three activity site/team/story circles

Industry *exclusive* sponsorship

Business profile on CASSA's event webpage and social media

Event Day Exposure

Acknowledgment at the Opening *and* Closing segments

One complementary display table on site with Sponsors name

A representative will be invited to participate in stage activity.

Logo on festival T-shirts worn by volunteers

Promotional materials and corporate banners at distribution tables (Sponsors to provide all materials & banners)

One Corporate banner on stage (Sponsor to provide banners)

Company's Logo on stage backdrop during the event

Event Promotional Material

Exclusive use of Festival slogan on promotional materials

Company Logo on event posters (large)

Mention in all festival invitations both electronic and printed

Company's logo and website link on the event webpage and social media

Media Coverage and Publicity

Corporate acknowledgment in all press releases

A corporate representative will be invited to bring 2-minute greetings on stage.

For more information:

Hamna Mughal

Event Coordinator, CASSA

Email: hamna@cassa.on.ca

Tel: (647)-625-3430

Gold Sponsorship \$ 2,000

Privileges

Exclusive right to name one performance category

Naming two activity site/team/story circle

Industry *exclusive* sponsorship

Business profile on CASSA's event webpage and social media

Event Day Exposure

Acknowledgment at the Opening Ceremony

One complementary display table on site with Sponsors name

Logo on festival T-shirts worn by volunteers

Promotional materials and corporate banners at distribution booths (Sponsors to provide all materials & banners)

One Corporate banner on site (Sponsor to provide banners)

Company's Logo on stage backdrop during the event

Event Promotional Material

Company's Logo on event posters (medium)

Mention in all festival invitations both electronic and printed

Company's logo and website link on the Event webpage

Media Coverage and Publicity

Corporate acknowledgment in all press releases

For more information:

Hamna Mughal

Event Coordinator, CASSA

Email: hamna@cassa.on.ca

Tel: (647)-625-3430

Silver Sponsorship \$ 1,000

Privileges

Naming rights for one activity site/team/story circle

Business profile on CASSA's event webpage and social media

Event Day Exposure

Promotional materials and corporate banners at distribution booths (Sponsors to provide all materials & banners)

One Corporate banner on site (Sponsor to provide banners)

Company's Logo on stage backdrop during the event

Event Promotional Material

Company's Logo on event posters (small)

Mention in all festival invitations both electronic and printed

Company's logo and website link on the Event webpage and social media

Media Coverage and Publicity

A corporate representative will be invited to receive a Plaque of Appreciation

Corporate acknowledgment in all press releases

For more information:

Hamna Mughal

Event Coordinator, CASSA

Email: hamna@cassa.on.ca

Tel: (647)-625-3430

Bronze Sponsorship \$ 500

Privileges

Business profile on CASSA's event webpage and social media

Event Day Exposure

Promotional materials and corporate banners at distribution booths (Sponsors to provide all materials & banners)

One Corporate banner on site (Sponsor to provide banners)

Company's Logo on stage backdrop during the event

Event Promotional Material

Mention in all festival invitations both electronic and printed

Company's logo and website link on the Event webpage and social media

Media Coverage and Publicity

A corporate representative will be invited to receive a Plaque of Appreciation

If you think of an area, you would like to enhance with your sponsorship that we have not listed here, please contact us. We want to provide the very best opportunities for your business and the community.

For more information:

Hamna Mughal

Event Coordinator, CASSA

Email: hamna@cassa.on.ca

Tel: (647)-625-3430

Sponsorship Form
South Asian, Chinese and Hispanic
Multicultural Storytelling Festival
2019

Company/Sponsor Name:

Main contact person:

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

We wish to be recognized as a (please use √):

- Platinum Sponsor - \$ 3,000**
- Gold Sponsor - \$ 2,000**
- Silver Sponsor -\$ 1,000**
- Bronze Sponsor -\$ 500**

Our color high resolution logo will be forwarded to you in PNG format by (date):

Name & Signature of the authorized person (with legal authority to bind company/organization)

To receive an invoice, please send the completed form to:

By Email: hamna@cassa.on.ca

By Fax: 416-932-9305

For queries: Hamna Mughal

416 932 1359(Work)

647 625 3430 (Cell)

****Final decision to accept applications for sponsors will be at the discretion of CASSA****