

Staff Report



October 22, 2024

To Board of Education (Public Meeting)

From Ray Velestuk, Secretary-Treasurer/CFO

Re **Fraser Valley Cultural Diversity Awards Sponsorship - 2025**

This Report is presented to the Board for consideration.

BACKGROUND:

As in years past, the Board of Education has received a request for donation to support the upcoming 2025 Fraser Valley Cultural Diversity Awards.

In prior years, the Board has supported this event through attendance and financial support. In 2020, 2021 and 2022, the Board provided sponsorships of \$2,500. In 2023 and 2024, the Board provided sponsorship of \$3,000, targeting a youth award.

The event is scheduled for Thursday, March 6, 2025.

The sponsorship levels are outlined below.

Sponsorship Opportunities

Fraser Valley Cultural Diversity Awards

Thursday, March 6, 2025 | DiversityAwards.ca





EVENT OVERVIEW



Since 2003, the event has recognized best practices amongst Fraser Valley businesses and service providers in responding to, and being inclusive of, the diversity in the region. This event has repeatedly sold out and we expect an overwhelming success in 2025.

Your involvement will help to foster a popular event that recognizes front-runners in the area of Cultural Diversity throughout the Fraser Valley and additionally will promote the value of diversity in our communities.



EVENT PARTNERS





2025 SPONSOR OPPORTUNITIES



SPEAKER SPONSOR (limited to one)

\$6,000

- Complimentary table (8 tickets)
- Opportunity to speak during the program, introduce guest speaker, present speaker with gift and photo opportunity
- Prominent acknowledgement as speaker sponsor in all promotional materials
- Prominent acknowledgement as speaker sponsor in advertisements in regional community newspaper and social media
- Acknowledgement as speaker sponsor on the CDA website
- Acknowledgement as the speaker sponsor on the looping event slideshow
- Two-page colour spread in the event program

NOMINEE SPONSOR (limited to one)

\$4,000

- Complimentary tickets for six
- Opportunity to speak during the program and formally recognize all nominees in a unique way (eg. present nominee video)
- Prominent acknowledgement as nominee sponsor in promotional materials and social media
- Acknowledgement as the nominee sponsor on the nominee certificates distributed to all nominee at the event and recognition in nominee photo op room
- Acknowledgement as nominee sponsor on the CDA website
- Acknowledgement as the nominee sponsor on the looping event slideshow
- Full page colour ad in the event program



AWARD SPONSOR (limited to eight)

\$3,000

- Complimentary tickets for four
- Speaking opportunity while presenting an award
- Acknowledgement as an award sponsor in all promotional materials
- Acknowledgement as an award sponsor ads in regional community newspaper and social media
- Acknowledgement as an award sponsor on the CDA website
- Full page colour ad in the event program

CONTRIBUTING SPONSOR

\$1,500

- Complimentary tickets for two
- Acknowledgement as a contributing sponsor in promotional materials
- Acknowledgement as a contributing sponsor on the CDA website
- Quarter page ad in the event program

SUPPORTING SPONSOR

\$750

- Complimentary ticket for one
- Acknowledgement as a supporting sponsor on the CDA website
- Acknowledgement in the event program



**If you have any questions or need further information,
please do not hesitate to contact Sarah Bolton at
604-308-5673 or CDA@archway.ca**