

FUSIONFEST: CULTURAL EXCHANGE FESTIVAL

SPONSORSHIP PROPOSAL

PREPARED FOR :
Prospective Partners

PREPARED BY:

2024



LEADER CIRCLE

About Leader Circle

In 2023 alone:



And 2023



Growing exponentially...

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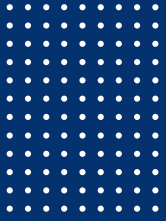
**Stronger when
we're together.**

Leader Circle is a Canadian non-profit organization with a dedication to empowering leadership in women, visible minorities, and immigrants.

Founded in 2020, Leader Circle's priority is to build a strong platform and community for more than 1000 members of industry executives, experienced professionals, and students.

The members benefit from a variety of in-person events and career development programs for job seeking, career advancements, and mentoring. By building a close-knit professional community, we empower our members to take charge of their professional and personal life while actively giving back to their communities.

Past Events



ABOUT THE EVENT

FusionFest, an immersive cultural exchange event featuring performances from artist groups representing China, Ukraine, India, Brazil, and Indigenous communities Etc., is coming in September. Surprise yourself and expand your world with a festival packed with music, art, and diverse conversations with artists and over 400 community members!

Join us for choir performances and concerts featuring traditional instruments. You can also explore various booths featuring cultural paintings, handicrafts, calligraphy, sculptures, traditional clothing, and photography.

LEADERSHIP, VISION, INFLUENCE



Agenda:

- 13:00 am: Doors open
- 01:00 pm: On stage performance
- 01:30 pm: Exhibition open
- 04:00 pm: Exhibition ends



This event will be expecting

400+

In-person participants from Toronto's Ukrainian and Chinese communities.

Will reach over

2000+

Leader Circle members of professionals and students.

Event Location

Earl Bales Community Center

*The community centre is a multipurpose **facility** that is fully accessible for people with disabilities.*

4169 Bathurst St,
North York, ON, M3H 3P7



Why Sponsor?

You recognize the importance of having more women, visible minorities, and immigrants in leadership roles and support our advocacy efforts to drive change and develop the talent pipeline of future leaders.



ENDORSEMENT

Receive recognition for your investment and support of community as an industry leader from a large, targeted audience.



NETWORKING

Expand your personal and professional network exponentially by becoming a key connector in this community of 1200+ professional members and industry experts.



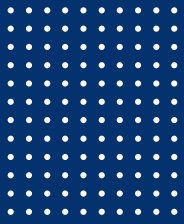
NEW OPPORTUNITIES!

Unlock new opportunities and have access to the most trusted promotion of your business - positive word of mouth and in-person connections and promotions or your business.



"Relentlessly empowering leadership."

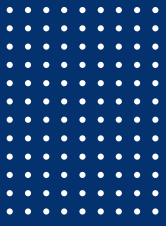
FusionFest Sponsor Packages



Sponsorship Package		Presenting Sponsor(#2)	Community Exhibitors* (#10)
On-Site	Event naming right - "Leader Circle FusionFest 2024" presented by 'Your Company';	✓	
	Booth at FusionFest Banquet Hall and Exhibition Room;	✓	✓
	Dedicated speaking or video opportunity at the FusionFest (5 min);	✓	
	Invitations for your company representatives to attend the Event;	5	2
	Company name included in any media communications pertaining to the Event;	✓	
	On-stage verbal recognition at the Event;	✓	
	Public recognition for empowering and advancing the leadership of women, visible minorities, and immigrants.	✓	
<i>* Presenting Sponsors will receive the most prominent logo exposure opportunities listed below, and recognition as "Presenting Sponsor".</i>			
Digital	Prominent logo and link on the FusionFest event page of the Leader Circle website for the duration of the calendar year;	✓	
	Prominent logo placement on all event marketing material, including event invitations, reminder emails and post-event emails;	✓	
	Logo on all event print collateral of your city, including prominent placement on signage, agendas and worksheets;	✓	✓
	Dedicated thank you slide on-screen with company logo;	✓	
	Thank you slide on-screen with company logo with other Corporate Champion logos;	✓	
	Social media: promotion on sponsorship confirmation for the FusionFest;	✓	✓
	Sponsorship package(CAD)	\$500	Free

** If you perform on stage or exhibit cultural related products, you will become the Community Exhibitor for this event and have a free booth.*

Annual Sponsor Benefits



SPONSORSHIP OPPORTUNITIES	PLATINUM SPONSOR	ANNUAL SPONSOR
*Eligible to Customizable Events Built Specifically For Your Needs	x	
*Eligible to Customizable Promotional Materials (WeChat articles, etc.)	x	
Individual Sponsor Tab on Leader Circle's Official Account	x	x
Announcement of Sponsorship on all official social media platforms	x	x
Logo on Monthly Member Emails	x	x
SPEAKER EVENTS		
Logo on All Posters	x	x
Logo on all WeChat & LinkedIn Promotional Posts	x	x
Logo on Event's Website Page	x	x
Logo & Link to Your Website Included in Promotional Emails	x	Logo only
Company Introduction Included in All WeChat Posts	x	
Honourable Visual & Verbal Recognition during Event	x	
Company Representative Tickets	x	x
Post-event Appreciation LinkedIn Post	x	
IN-PERSON PROFESSIONAL EVENTS		
Title Event with Your Company's Name	x	
Corporate ad in event program, logo at event reception, logo on website	x	x
Booth with Your Marketing Materials (posters, brochures etc.)	x	x
Pull-up Banner at the Event Venue	x	x
Logo on all WeChat & LinkedIn Promotional Posts	x	x
Logo & Link to Your Website Included in Promotional Emails	x	Logo only
Honourable Visual & Verbal Recognition during Event	x	x
Company Representative Tickets	x	x
Post-event Appreciation LinkedIn Post	x	
IN-PERSON SOCIAL & COMMUNITY CHARITY EVENTS		
Title Event with Your Company's Name	x	
Company logo on event poster and tickets	x	x
Booth with Your Marketing Materials (posters, brochures etc.)	x	x
Corporate ad in event program, logo at event reception, logo on website	x	x
Logo & Link to Your Website Included in Promotional Emails	x	Logo only
Honourable Visual & Verbal Recognition during Event	x	x
Company Representative Tickets	x	x
Post-event Appreciation LinkedIn Post	x	
SPONSORED AMOUNT (CAD)	\$5000+	TBD

**Customizable Options: Leader Circle is committed to maximizing the value of your Annual Sponsorship with flexible elements to drive your business goals. In addition to the core benefits of the Annual Sponsorship program, you can discuss your preferences for additional customizations with our sponsorship team.*



PARTNER WITH US

and join the movement of
empowering leadership in
women, visible minorities,
and immigrants in
Canada.

Leader Circle

www.leadertomorrow.com

Leadercircle2020@gmail.com
