



IMMIGRANTS OF DISTINCTION AWARDS 2023

November 2, 2023



IMMIGRANT
SERVICES
CALGARY

SPONSORSHIP PROSPECTUS

immigrantsofdistinction.ca

THE AWARDS

The quest for a more inclusive Calgary

Immigrant Services Calgary cordially invites you to be part of the 2023 Immigrants of Distinction Awards (IDA). IDA is a prestigious annual event that celebrates the remarkable contributions immigrants and refugees have made to create a strong and prosperous Canada. It recognizes how Calgary's mosaic of ethnicities, languages, cultures, and talents has enriched and positively shaped our communities.

Since 1997, the Immigrants of Distinction Awards have used the power of storytelling to recognize the impact that immigrants and refugees have had on our community.

This highly attended event showcases inspiring accomplishments and provides networking opportunities for attendees from all levels of government, business, and the non-profit sector. With extensive media coverage from CTV, Global TV, Calgary Herald, CBC Radio and various ethnic media outlets, the IDA raises funds for vital supports that facilitate newcomers' ability to unleash their social, economic and civic potential to benefit Canadian society.



Dear Valued Partner,

Calgary is home to 1.4 million people.

Among those are more than 430,000 immigrants and refugees who left their homelands in search of a better life.

They found that life in our city.

Since 1997, Calgarians have gathered at the Immigrants of Distinction Awards annual gala to honour the talents and contributions of newcomers who have enriched and positively shaped our communities—helping Calgary earn the rank of the third most liveable city in the world!

This annual gala provides a unique opportunity for individuals and organizations to position and promote themselves as allies and ardent supporters of diversity in the workforce and community. With extensive media coverage, networking, and digital and on-site promotion, sponsors have an opportunity to increase brand awareness, enhance their organizational image, boost morale among immigrant and minority employees, and positively impact the lives of newcomers supported by Immigrant Services Calgary.

Join us on November 2, 2023, for the 26th annual Immigrants of Distinction Awards gala, where hundreds of business and not-for-profit leaders, community advocates, government officials, academia, and philanthropists will come together to celebrate the beautiful mosaic of cultures, ethnicities, races, and languages that make up our city.

Enclosed you will find sponsorship opportunities for your thoughtful consideration.

Thank you for your consideration. We hope to see you on November 2, 2023.

Sincerely,

Shirley Philips
Interim CEO
Immigrant Services Calgary

Rhona DelFrari
Board Chair



SUPPORTING THE IDA



	MAPLE LEAF SPONSOR (\$50,000)	GOLD LEAF SPONSOR (\$25,000)	SILVER LEAF SPONSOR (\$15,000)	BRONZE LEAF SPONSOR (\$7,500)
Complimentary company table(s). Includes access to sponsor reception (value of approximately \$2,000 a table)	2	1	1	1
Logo in event program	✓	✓	✓	✓
Logo displayed at venue	✓	✓	✓	✓
Logo on IDA website	✓	✓	✓	✓
Recognition in ISC Annual Report	✓	✓	✓	✓
Recognition on ISC social media	✓	✓	✓	✓
Award Sponsor:				
• Opportunity to present award	✓	✓	✓	
• Opportunity to select award category	✓	✓	✓	
• Right of first refusal on award sponsorship	✓	✓	✓	
• Logo on selected category award	✓	✓	✓	
Logo on promotional materials	✓	✓		
Verbal acknowledgement at event	✓			
Dedicated post on ISC social media	✓			
Opportunity to give remarks at the event	✓			

YOUR PARTNERSHIP

The benefits to your diversity and cultural reputation

Be recognized through our multi-media channels

The ISC website and IDA website receives over 400,000 page views annually.

The potential media reach for the IDA is over 38 million.



BRAND ALIGNMENT

Select an award category that has synergy with your organization's outstanding brand, beliefs and values.



PUBLIC PROFILE

Be recognized as a valued partner and ally of newcomers to Calgary.



DIVERSITY & INCLUSION

Position your organization as a distinguished supporter of diversity in the workforce and community with your logo incorporated into IDA décor and signage.



DISTINCTLY CANADIAN

Promote your organizational and community diversity by supporting ISC, Calgary's longest-standing newcomer-serving agency. The IDA logo and other materials will be provided for you to incorporate into your own marketing.



AWARD CATEGORIES

VISUAL AND PERFORMING ARTS

Awarded to an immigrant or refugee who has made a valuable contribution to Calgary's arts and culture scene through artistic endeavours within visual, media, or performing arts.

ACHIEVEMENT UNDER 35

Awarded to an immigrant or refugee under 35 years of age who has had remarkable success and made significant achievements in their chosen career path in a relatively short period of time.

COMMUNITY DEVELOPMENT THROUGH SPORT

Awarded to an immigrant or refugee who has made significant impact on the lives of newcomers through sport and athletic development.

COMMUNITY SERVICE

Awarded to an immigrant or refugee who has provided outstanding community service to the city of Calgary and immigrant communities in a volunteer capacity.

ENTREPRENEURSHIP AND INNOVATION

Awarded to an immigrant or refugee who has achieved success in the creation or operation of a business or entrepreneurial endeavor, or has applied innovation resulting in business success in Calgary or surrounding areas.

LIFETIME ACHIEVEMENT

Awarded to an immigrant or refugee who has achieved outstanding success in their chosen career path, professional field, or in the area of immigrant services. This individual will have made significant contributions to our city in their professional achievement, community building, and philanthropic endeavours.

SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM)

Awarded to an immigrant or refugee who has achieved success in or made outstanding contributions to promote science, technology, engineering, or math (STEM) in Calgary and surrounding areas.

YOUTH ACHIEVEMENT

Awarded to an immigrant or refugee youth between the ages of 14 and 24 who has made an outstanding contribution in one or more of the following areas: arts and culture, sports, community and volunteer activities, academics, and leadership.

ORGANIZATIONAL DIVERSITY

Awarded to an organization that is a leader in embracing and promoting an inclusive, welcoming, and diverse workplace. The winner will be a shining example of how a company champions workplace diversity initiatives and has made significant contributions to supporting and integrating an ethnically diverse workforce.



RECOGNIZING OUR 2022 SPONSORS



THANK YOU TO THE
CALGARY NEWCOMERS
COLLABORATIVE
POWERED BY GATEWAY

