



IMMIGRANTS
OF DISTINCTION
AWARDS
2024

November 7, 2024



IMMIGRANT
SERVICES
CALGARY

**SPONSORSHIP
PROSPECTUS**

immigrantservicescalgary.ca

Dear Valued Partner,

In recent years, we have witnessed a growing number of newcomers arriving in Calgary. The city is a huge attraction to entrepreneurs, newly arrived Ukrainian evacuees, skilled immigrants who fill labour shortages, academics, and many more. This group of newcomers has continuously displayed resilience in settling into their new home and making their impact felt across our city.

Their remarkable contributions deserve notable recognition, and the Immigrants of Distinction Awards (IDA) has provided a platform to achieve this since 1997. For the past 26 years, Calgarians have come together annually at the IDA gala to celebrate the talents and impacts of newcomers in our community.

As an IDA partner and sponsor, you can take advantage of the numerous benefits and opportunities to increase your brand's visibility among Calgary's growing immigrant population, expand your professional network, and gain valuable media exposure.

You also have an opportunity to positively impact the lives of newcomers in our community. Last year alone, Immigrant Services Calgary provided over 39,000 direct services to more than 14,000 newcomers—helping them settle, succeed, and build a sense of belonging in our city.

Together, we can do a lot more. With your support, we can increase the social and economic well-being of newcomers and, in turn, positively contribute to the prosperity of our city and province.

Join us for the 27th annual Immigrants of Distinction Awards gala on Thursday, November 7, 2024. Individuals, businesses, not-for-profit organizations, immigrant groups and associations, government officials, academia, and many others will be present to celebrate the unique contributions of immigrants and refugees in Calgary.

Please see the enclosed sponsorship opportunities for your consideration.

We look forward to seeing you on **November 7, 2024.**

Sincerely,

Nawal Al-Busaidi
Chief Executive Officer
Immigrant Services Calgary

Chandy Mung
Board Chair

THE AWARDS

The quest for a more inclusive Calgary

Immigrant Services Calgary cordially invites you to be part of the 2024 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.

For sponsorship opportunities, contact:

Kayla MacKenzie - Manager, Resource Development
368-886-6521 | kaylam@immigrantservicescalgary.ca



SUPPORTING THE IDA



MAPLE
LEAF SPONSOR
(\$50,000)



GOLD
LEAF SPONSOR
(\$25,000)



SILVER
LEAF SPONSOR
(\$15,000)



BRONZE
LEAF SPONSOR
(\$7,500)

	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	✓			

Be recognized through our multi-media channels

YOUR PARTNERSHIP

The benefits to your diversity and cultural reputation



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



18K followers



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



18K followers



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

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 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 & 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.

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.

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.



RECOGNIZING OUR 2023 SPONSORS



In-kind Sponsors

