



SBC Presents

# A Wakanda Experience

## Night of Unity and Empowerment

Partnered With:



## Sponsorship Opportunities

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# ABOUT

Support Black Charities (SBC), a nonprofit organization dedicated to championing Black-led, Black-serving, and Black-focused organizations across Canada and globally. Our mission is to create positive change within the Black community through support and empowerment. We are excited to announce our upcoming inaugural fundraising event, "SBC Presents: A Wakanda Experience," scheduled for Saturday, February 24th, 2024.

This event is not just a fundraiser; it's a celebration of culture, community, and the spirit of giving. It aims to foster community spirit, raise awareness about our causes, and generate support for the noble work we do. Through this event during Black History Month, we also aim to showcase our impact with over 60 nonprofit organizations in Canada and how we align with specific Sustainable Development Goals.

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# Meet Our Event Celebrity Chef & Host

**Chef**



Rob Rainford, celebrated in the culinary world, excels as a chef, restaurateur, educator, and author. His claim to fame includes hosting "Licence to Grill" (LTG) on Food Network Canada, Discovery Home, and Asian Food Channel, where he showcased his skills by cooking for numerous esteemed celebrities around the globe. Now, Chef Rainford is taking an exciting new turn by inviting these renowned celebrities into the kitchen, not just to cook for a select few, but to share their culinary experiences with our broader community.

**Host**



Jay has successfully produced and executed superior, high-quality entertainment events over the years including "Jay Martin's Uptown Comedy Series", the infamous "Bruk Pocket Party", "Trinidad vs Jamaica Mothers Day Special" celebrating its 17th year, and the exclusive all-inclusive "The Experience by Jay Martin" to name a few.

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# WHAT WE ARE DOING

We are seeking corporate sponsors who share our vision of diversity, equity, and inclusion, and we believe you are an ideal partner for this endeavor. In return for your support, we offer a variety of sponsorship opportunities designed to provide significant visibility and benefits to your organization.



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# SPONSORSHIP PACKAGES



Choose a sponsorship package that meets your needs:

- PLATINUM- \$15,000 Sponsorship
- GOLD- \$10,000 Sponsorship
- SILVER- \$5,000 Sponsorship
- \*CUSTOMIZED- \$250 - \$5,000 Sponsorship



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# We Value Your Contribution



## Value Proposition for Sponsors:

- **Radio Exposure:** Leverage the vast reach of radio ads to promote your brand to over 2 million listeners, enhancing brand visibility and recognition.
- **Digital Presence:** Take advantage of the event's digital aspects, including screens and digital programs plus Live Streaming by BBL TV/BP24 on 'That's What I'm Talking About' digital channel, for brand exposure.
- **Enhanced Corporate Image:** Demonstrate commitment to cultural diversity and social responsibility, enhancing your brand's reputation.
- **Exclusive Networking Opportunities:** Engage with community leaders, nonprofit partners, and attendees in a relaxed, cocktail-style setting, fostering potential partnerships and client relations.
- **Brand Visibility:** Benefit from prominent logo placements and acknowledgments, both at the event and in radio ads, increasing your brand's visibility.
- **Community Impact:** Be part of a significant cultural event that supports the Black community, showcasing your organization's dedication to social impact and community engagement.
- **Market Reach and Audience Engagement:** Gain access to a diverse and wide-reaching audience, both through the event and the extensive radio ad campaign.
- **Customized Engagement Opportunities:** Depending on the level of sponsorship, enjoy tailored opportunities for brand activation, such as branded lounges or interactive experiences at the event.
- **Tax Benefits:** As a donation to Support Black Charities through VX3 Exchange/CanadaHelps, your sponsorship is tax-deductible.





# SPONSORSHIP PACKAGES

## PLATINUM SPONSOR \$15,000



The Support Black Charities **PLATINUM Sponsor will receive the following benefits:**

- Prime logo placement on all event materials, including digital screens at the event and SBC website.
- Special mention in radio ads reaching over 2 million listeners across Canada.
- Exclusive interview opportunity with BBL TV to discuss the sponsor's commitment to diversity and social responsibility.
- Special mention during the event opening and closing.
- 6 Tickets to the event
- Networking lounge access with select VIP guests.
- Full-page ad in the digital event program.
- Include branded items in gift bags.
- Splash screen
- 30-second video promo
- Social media recognition across all SBC platforms.
- Custom Requests to sponsor a specific part of the event (e.g., Entertainment, Catering).



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## SPONSORSHIP PACKAGES

GOLD SPONSOR  
\$10,000



The Support Black Charities **GOLD Sponsor will receive the following benefits:**

- Prominent logo placement on select event materials, including digital screens at the event and SBC website.
- Mention in radio ads.
- 4 Tickets to the event
- Priority access to the networking lounge.
- Half-page ad in the digital event program.
- Include branded items in gift bags.
- Splash screen
- 15-second video promo
- Social media recognition on SBC platforms.
- Custom Requests to sponsor a specific part of the event (e.g., Entertainment, Catering).

**GOLD**  
SPONSOR

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# SPONSORSHIP PACKAGES

## SILVER SPONSOR \$5,000



The Support Black Charities **SILVER Sponsor will receive the following benefits:**

- Logo placement on certain event materials and SBC website.
- Recognition during the radio campaign.
- 2 Tickets to the event.
- Access to networking areas at the event.
- Include branded items in gift bags.
- Quarter-page ad in the digital event program.
- Social media mention.
- Custom Requests to sponsor a specific part of the event (e.g., Entertainment, Catering).

# SILVER SPONSOR

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# SPONSORSHIP PACKAGES

## CUSTOMIZED SPONSOR \$250 - \$5,000



The Support Black Charities **CUSTOMIZED Sponsor will receive the following benefits:**

- Logo placement on certain event materials and SBC website.
- Recognition during the radio campaign.
- Access to networking areas at the event.
- Include branded items in gift bags.
- Social media mention.



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# Strategic Support Black Charities Partners

## Broadcast Partners

CREATIVEONE'S  
MEDIA CORP



Black  
BUSINESS live

BLACK PULSE 24

## Pinnacle Partners



Timothy Fray  
THE CLIENT WHISPERER



Jay Martin  
VILLAS

## Event Partners

SIXTY67 GROUP



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D E C O R

\*As part of our event we're Live Streaming on BBL TV/BP24 channel 'That's What I'm Talking About' that can reach beyond our Canadian airways, our sponsorship partners for 2024 will have access to not only a regional, national market but a worldwide market.

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# THANK YOU



## THANK YOU

SBC would like to thank all of our, partners and supporters for joining us in this exciting future of the SBC Presents: A Wakanda Experience event and for making this celebration possible.

We look forward to working with you as we embark on a brand new era & another great celebration of of the SBC culture.

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# CONTACT

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