



Canada India Foundation (HST Number: 82297 9522 RT0001)

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CIF Annual Global Indian Award Gala 2019

Lead Corporate Partnership Proposal

\$50,000

Date: 5 July 2019

Venue: Pearson Convention Centre

Address: 2638 Steeles Ave E, Brampton, ON L6T 4L7

Through the Lead Corporate Partnership, Canada India Foundation is keen to establish a long-term mutually beneficial relationship with the Lead Corporate Partner. The Foundation envisages this to be a collaboration in evolving strategies to raise the organizational profile among the High Net Worth individuals in the Indo-Canadian community, as well as in the Canadian mainstream. This may include creating awareness, lead / sales generation, product / service positioning, networking or promotion of corporate responsibility, and any other need jointly assessed and identified.

In addition, the Lead Corporate Partnership includes:

Event participation

CIF's Annual Global Indian Award Gala

- Recognition as Lead Corporate Partner of the CIF Annual Global Indian Award Gala 2019
- Speech by organizational representatives at the Gala
- Participation of 26 organizational representatives at the Gala:
 - Seating for 2 organizational representatives at the head table with dignitaries
 - Seating for 4 organizational representatives at VIP tables
 - 2 Premium tables (for 10 each) at the Gala: Value \$10,000
 - 10 Tickets to VIP Reception with Award Recipient

CIF's Annual Charity Golf

- 2 foursomes at CIF Annual Charity Golf Tournament: Value \$3,000

Membership

- 1 Annual Membership to CIF for an organizational representative: Value \$5,000

CIF's Eminent Speaker Series & Sectoral Forum

- Invitation to the CEO or a senior representative of the organization to address CIF's Eminent Speaker Series
- Participation as audience of up to 25 organizational representatives at all CIF Speaker Series
- Invitation to the CEO or a senior representative of the organization to be a panelist at CIF's Annual Sectoral Forum

Advocacy access

- Facilitation of a meeting between an organizational representative and an Ontario political decisionmaker to address policy-related matter
- Participation of an organizational representative in all external meetings CIF organizes with political decisionmakers

Brand promotion

- Display of logo in A/V loop at vantage points at the venue of the Annual Gala and all at other CIF programs for one year
- Logo placement on all invitations, other print material and pull-up banners
- Logo placement on Gala print material and on social media
- Logo placement on CIF website
- Promotional slide show at the Gala (2 slides)

Ad in print and online publications

- One full-page advertisement in all four annual publications of CIF publishes:
Value: \$5,000

The four annual publications – physical and online editions – are:

- Annual Magazine published on the Annual Gala (Back Cover)

- Souvenir on the Annual Charity Golf Tournament
- Information Booklet on Forum
- Post-event Whitepaper on the Forum

CIF publishes 2,500 physical copies and disseminates online edition through its email marketing software to over 2,500 subscribers. It also deploys social media networks to reach thousands of followers.

About CIF



Canada India Foundation (CIF) is a national, not-for-profit, nonpartisan, public policy advocacy group. Its membership is exclusive and comprises successful Canadian industrialists, senior business executives and top-tier professionals. These leaders have chosen to elevate the relationships between Canada and India; two democracies that have shared values and interests, and hopefully a shared vision and destination.

CIF's mandate:

- Adopt a 360-degree approach to fostering bilateral relations between Canada and India and enabling the growing Indo-Canadian population to utilize opportunities in the Canadian mainstream
- Create a better understanding of the new India among Canadians and protect Canada's interests in India
- Annually recognize and honour a prominent global achiever. CIF Global Indian Award is presented to an outstanding person who has demonstrated global leadership, vision, and personal excellence. CIF donates \$50,000 to the charity of the award recipient's choice.
- Organize sectoral forums that enable a better understanding of the expanding economic relations between Canada and India

Contact

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