



BBPA HARRY JEROME AWARDS 2024

Partnership Package



Black Business and Professional Association
Entreprise noire et Association Professionnelle

WELCOME MESSAGE

Dear Friend of the BBPA,

We are thrilled to invite you to the 42nd Annual Black Business & Professional Association (BBPA) Harry Jerome Awards, scheduled for Saturday, April 27, 2024, starting at 5:00 p.m. The prestigious event will take place at the Beanfield Centre in Toronto.

The BBPA Harry Jerome Awards stand as a beacon of celebration, honouring the outstanding contributions to Black communities across various fields, including Diversity, Leadership, Arts, Sports, Business and more. This event is a testament to our unwavering commitment to diversity, equity, and inclusion, spotlighting the remarkable accomplishments of Black Canadians and their allies who significantly enrich the fabric of our country. The BBPA Harry Jerome Awards are an inspiring platform for our Black youth, showcasing possibilities and encouraging them to envision their potential.

Since its inception in 1983, the BBPA has remained steadfast in its mission to dismantle barriers, challenge stereotypes, and cultivate an environment where Black youth, professionals, and entrepreneurs can thrive. Our ongoing surveys have confirmed the existence of systemic barriers, particularly access to networks, mentorship, and capital. In response, BBPA programs have been strategically designed to address these inequities.

We have awarded scholarships to 3,500 students, empowering them to pursue and excel in higher education while providing invaluable mentorship to guide them along their academic and professional journeys. Last year alone, we extended over \$100,000 in non-dilutive capital to support Black women entrepreneurs in initiating and expanding their enterprises. Moreover, our comprehensive business wrap-around support program has aided over 600 Black-owned businesses, ensuring they attain financial stability and pave the way for conventional investment opportunities.

We sincerely hope that you will honour us with your presence as we pay tribute to the excellence of Black professionals and trailblazers. We've included details about sponsorship levels in the brochure. You'll find details about sponsorship opportunities, which can be tailored to align perfectly with your or your organization's preferences.

We eagerly anticipate partnering with you to honour and celebrate Black excellence and achievement.

Respectfully,

Ross Cadastre
Chairman of the Board of Directors
Black Business and Professional Association



BBPA

HARRY JEROME AWARDS

Advancing Canada's Black Community

Beginning in 1983, as a tribute to celebrate Canada's top Black athletes, the BBPA Harry Jerome Awards have evolved into the most esteemed symbol of excellence in the Black community. Annually, these awards recognize and celebrate outstanding achievements, inspiring business leaders, professionals, entrepreneurs, athletes, innovators, artists and community leaders.

Notable recipients include Denham Jolly, Patricia Jaggernaut, Spider Jones, Wes Hall, Hon. Dr. Jean Augustine, Masai Ujiri, Donovan Bailey, Justice Donald McLeod, Former Chief Mark Saunders, Nadine Spencer, Colleen Ward, Professor Carl James, Moses A. Mawa, Claudette McGowan, John Tory, Paulette Senior, Deborah Richardson, Al Ramsay, and Navdeep Bains.

This prestigious gala features exhilarating live entertainment and appearances from today's most talked about celebrities and prominent dignitaries. We invite you to join us on April 27th for the 2024 BBPA Harry Jerome Awards.

PARTNERSHIP OPPORTUNITIES

BENEFITS	PRESENTING \$100,000	DIAMOND \$75,000	GOLD \$50,000	ONYX \$20,000	PATRON \$10,000
AWARD PRESENTATION Named sponsor of Award	✓	✓	✓	✓	
DINNER In-person at Beanfield Centre	✓ 2 Tables	✓ 1 Table	✓ 1 Table	✓ 1 Table	✓ 1 Table
ADVERTISING All print advertising- BBPA website, social media mentions, radio and TV	✓ All print advertising, 10 social media mentions	✓ All print advertising, BBPA website, 6 social media mentions	✓ BBPA website, 4 social media mentions	✓ BBPA website, 2 social media mentions	✓ BBPA website, 1 social media mention
PROGRAM BOOK AD	✓ Inside front or inside back cover	✓ Inside front or inside back cover	✓ Full-page Ad	✓ Full-page Ad	✓ Half-page Ad
LOGO POSITIONING	✓ Signage at the awards ceremony & media launch. Print & social media. Front cover and outside back cover of the program book.	✓ Signage at the awards ceremony and media launch. Print & social media	✓ Signage at the awards ceremony and media launch. Print & social media	✓ Signage at the awards ceremony and media launch. Print & social media	✓ Recognition on patron page in program book and website
PROJECTED LOGO DISPLAY	✓	✓			
MARKETING	✓ Special feature in BBPA Newsletter	✓ Mention in BBPA Newsletter	✓ Mention in BBPA Newsletter		
SPONSOR ACTIVATION Cost additional	✓	✓			

OTHER	COST
YOUTH TABLE A Youth Table at the Harry Jerome Awards enables youth in our community to attend and see possibilities for their future. Send our youth to be inspired by sponsoring a Youth Table. The name of the sponsor will be: <ul style="list-style-type: none"> • displayed on the sponsor table • recognized in the program book as a Friend of the BBPA 	\$3,500

Contact Frances Delsol at the Black Business Professional Association for sponsorship opportunities:
frances@bbpa.org

**BBPA****HARRY JEROME AWARDS**Black Business and Professional Association
Entrepreneurial Association Professionals Inc.

TABLE PURCHASES		QUANTITY	COST	TOTAL
	I wish to purchase Table(s) of 10 at \$3,000 per table		\$3,000	
	I wish to purchase Youth Table(s) of 10 at \$3,500 per table		\$3,500	

DONATIONS				TOTAL
	I will not be able to attend, however, I would like to make a donation. All donations over \$20.00 are eligible for a tax receipt on request.			

SPONSORSHIPS	TOTAL
Presenting	\$100,000
Diamond	\$75,000
Gold	\$50,000
Onyx	\$20,000
Patron	\$10,000

AD SPACE		TOTAL
	Full page ad	\$2000
	Half page ad	\$1000
	Quarter page	\$700
	Business card	\$500

CONTACT BILLING INFORMATION					
Full Name					
Company Name					
Position/ Title					
Email					
Telephone					
Fax					
Address					
City		Province		Postal Code	
Twitter		Facebook		Instagram	

SPONSORSHIP & DONATIONS			TOTAL
My payment is enclosed in the form of the following below.			\$
	Cheque (Please make payable to: Black Business and Professional Association)		
	Please reserve and invoice as indicated above.		
Visa	Mastercard	American Express	
		Expiry	CVV

OFFICE USE ONLY	
Registration Received	
Payment Received	
Payment Type	
Cheque No/CC Auth.	

Signature

Date

The Black Business and Professional Association is a not-for-profit registered charity (BN:108073503 RR0001).
Business receipts will be issued on request for qualified contributions only.