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BIKILA AWARD

PROMOTING EXCELLENCE

SPONSORSHIP

2024 BIKILA AWARD: SPONSORSHIP OPPORTUNITIES



**BIKILA AWARD BOARD MEMBERS ARE RECIPIENT OF ARBOR AWARD,
FROM THE UNIVERSITY OF TORONTO,
FOR OUTSTANDING VOLUNTEER SERVICE.**



FIRST THANK YOU FOR CONSIDERING US!

Dear Community Members and Sponsors:

We are very excited to inform you that we are working hard to celebrate the **10th anniversary of the award events at The Carlu, on September 28, 2024 in Toronto.**

Again, we are grateful for your support and encouragement since 2014, our inaugural event. We are asking for your support and participation to make this event even better than our previous events.

In this event promo package, we have different levels of sponsorship opportunities. We also have event ad sections on the 2024 Award Event program handouts. For a complete sponsorship package and event Ad options, **please click here.**

We are grateful for your partnership to make a difference in our community. We Look forward to working with you and seeing you at the event on **September 28, 2024.**

**We Need Your Support.
Thank you!**

Board of Directors, Bikila Award

2024 BIKILA AWARD

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OUR --- MISSION STATEMENT

The mission of the Bikila Award is to foster academic, professional and business excellence and promote volunteerism among persons of Ethiopian origin, primarily through award and recognition. Bikila Award is created mainly to empower young people to reach their highest potential and to celebrate their achievements.

ABOUT US

Bikila Award, registered in 2014 as a not-for-profit organization, and run by a volunteer Board of Directors who continue to donate their time and resources without any assistance from the governmental institutions. Your financial assistance will be used to cover the cost of the following programs.



Award & Recognition

Honouring students, professionals, businesses, and community volunteers deserve recognition and scholarship funds for outstanding students.



Youth Leadership Program

Youth-led programs to empower the youth. A leadership movement to learn, grow and empower one another to make a difference in our community.



Ethiopic Studies at U of T

Collaborating with The Weeknd & his parents, our Community and University of Toronto to establish Ethiopic Studies and we raised \$500,000+. Now, Ge'ez lesson has a permanent home at U of T.



Bikila Barefoot Challenge

Organized the Bikila Barefoot Challenge. Athletic competitions and entertainment in the honour of Abebe Bikila at the Varsity Stadium. Derartu Tulu and Belayneh Dinsamo were honorary guests.

BIKILA AWARD: FACTS & FIGURES

These are some of the highlights



MEDIEVAL ETHIOPIA: A SECOND COLLOQUIUM

Collaborated, co-hosted by the University of Toronto, Medieval Studies and the AGO with the support of the Italian Cultural Institute for two days conference.



THE ANCIENT & MEDIEVAL HERITAGE OF ETHIOPIAN ART

Collaborated with U of T and AGO for *The Ancient and Medieval Heritage of Ethiopian Art* at the Art Gallery of Ontario. In September 2018.



RESISTANCE & REVOLUTION: THE CINEMA OF HAILE

We Collaborated with The Power Plant & AGO for 5 Films Series, Titled, *Resistance & Revolution: The Cinema of Haile Gerima*, in 2019, Toronto.

MEDIA COVERAGE

WEBSITES

Primarily use our BikilaAward.org, and e-Blast communication.

SOCIAL MEDIA

We use mainly Facebook, Twitter, YouTube and Instagram.

OTHER MEDIA

Coverage on local and International News Media to reach out communities.

SHORT SUMMARY

79



INDIVIDUALS &
ORGANIZATIONS
RECEIVED BIKILA AWARD

15



STUDENTS RECEIVED
BIKILA AWARD
SCHOLARSHIP

\$500,000+



HELPED TO
RAISE FUND FOR
ETHIOPIAN STUDIES

2,600+



PEOPLE
ATTENDED THE
AWARD EVENTS

SPONSORSHIP

OPPORTUNITIES

Sponsorship can deliver increased awareness, brand building and capability to purchase in your target market. It's a low-cost way to create visibility and traffic for your organization or business. As a sponsor of the Bikila Award, your organization not only supports our efforts to increase communication globally, it will offer you the opportunity to reach out to several people with your messages, share your expertise and drive people to your business.

DIAMOND Sponsor Sponsor \$10,000

- The corporate name and logo will be displayed on signs during the Award Event as the Diamond Sponsor
- Company name and logo will be display on all printed award event programs
- 1-minute commercials to be shown on the stage screen during the awards event
- Your corporate logo will be displayed on printed promotional flyers and will distribute in locations before the award event
- Logo and website link of your corporate will be displayed on the Bikila Award website
- Full-page colour advertisement in the event guide (you supply the ad)
- Your company will be promoted on all our Social Media, Twitter, Facebook and Instagram sites.

GOLD Sponsor \$5,000

- The corporate name and logo will be displayed on signage during the Award Event as the Gold Sponsor
- Company name and logo will be displayed on all printed award event programs
- 1-minute commercials to be shown on the stage screen during this awards event
- Your corporate logo will be displayed on printed promotional flyers and will be distributed in locations before the award event
- Logo and website link to your corporate website from the Bikila Award website
- Full-page colour advertisement in the event guide (you supply the ad).

SPONSORSHIP OPPORTUNITIES

SILVER Sponsor \$2,500

- Your company name and logo will be displayed on signs during the Awards Event as the Silver Sponsor
- Your company name and logo will be displayed on all printed award event program
- Your corporate logo will be displayed on printed promotional flyers and will be distributed in key locations before the award event
- Logo and website link of your corporate will be displayed on the Bikila Award website
- Full page colour advertisement in the event guide (you supply the add).

BRONZE Sponsor \$1,500

- Your company name and logo will be displayed on signs during the Awards Event as the Silver Sponsor
- Your company name and logo will be displayed on all printed award event programs
- Your corporate logo will be displayed on printed promotional flyers and will be distributed in key locations before the award event
- Logo and website link of your corporate will be displayed on the Bikila Award website.
- Half-page colour advertisement in the event guide (you supply the ad).

DECORATIONS Sponsor \$1,000

- Your company name and logo will be displayed on all printed award event programs
- During the awards event, it will be announced as you are the sponsor of decorations
- Logo and Website link of your corporate will be displayed on the Bikila Award website.

Cocktail Sponsor \$1,000

- Your company name and logo will be displayed on all printed award event program
- During this awards event it will be announced as you are the sponsor of cocktail
- Logo and website link to your corporate website from the Bikila Award website.

REFRESHMENT Sponsor \$700

- Your Company name and logo will be displayed on all printed award event program
- During this awards event it will be announced as you are the sponsor of refreshment
- Logo and website link of your corporate will be displayed on the Bikila Award website.

2024 EVENT PROGRAM

ADVERTISING

On the 2024 Bikila Award Event Program advertising opportunity is available. This Event Program will be printed in full colour and will be handout free of charge to Honorary Guests, Award Winners, Media and Community Members who are attending the event.

The event program will be designed by professional graphic designer (artwork, such as logo, image should be provided by the client).

To download the Application Form for sponsorship and ads, please click here.

[APPLICATION FORM](#)

Event Program Advertising Spaces and Prices:

- Business Card:\$400, available 10
- Quarter Page:\$500, available 6
- Half Page:\$700, available 4
- Full Page:\$1,000, available 4

For more information about sponsorship and event program ads, please contact us at contact@bikilaaward.org or call at 416-857-4820.

PROMOTING EXCELLENCE

Bikila Awards Ceremony & Gala Dinner

Presented by Bikila Award Inc.

**Saturday, Sept. 23,
2023, Starts at 6pm**

Cocktails, Delicious Dinner,
Great Music by **The Barnes/
Woldemichael Ethio-Jazz Quartet**
Other Entertainments and
Great Door Prizes.



**Daniels Spectrum
585 Dundas St. East, Toronto**

Parking is Available

BIKILA AWARD, RECIPIENT OF ARBOR AWARD,
FOR OUTSTANDING VOLUNTEER SERVICE,
FROM THE UNIVERSITY OF TORONTO.



★★★★★
Event Attendees Rating

MC, KEYNOTE & HON. GUEST SPEAKERS



EDEN DEBEBE
Master of Ceremony (MC)
Anchor and Reporter at CP24 (Bell Media)



LAWRENCE FREEMAN
Keynote Speaker
Political-Economic Analyst for Africa with
Thirty Years of Experience on the Continent.



THE HON. DR. JEAN AUGUSTINE
Honorary Guest Speaker
The First Black Canadian Woman to Serve as a Federal
Minister of the Crown & Member of Parliament.



Bikila Award®
Promoting Excellence



SCAN ME

THE 2023 BIKILA AWARD WINNERS



HON. KETEMA YIFRU
Order of the Shining Star of Ethiopia
Posthumously
Prominent Ethiopian Diplomat



GIRMA WAKE
Lifetime Achievement Award
Past Board Chair & Former CEO, Ethiopian Airlines



ETHIOPIAN AIRLINES
Exemplary Global Airline Excellence Award
Mesfin Tasew, CEO, Ethiopian Airlines



FESSEHA ATLAU
Professional Excellence Award
Bio-Medical Engineering & Devices; Computational
Linguistics - UNICODE



HAILE-MANAS ACADEMY
Academic Institute of Excellence
Award
Founder, Rebecca Haile



DR. BERHANU BULCHA
Professional Excellence Award
NASA Research Engineer



JOMO TARIKU
Professional Excellence Award
Artist and Industrial Designer



BETELHEM DESSIE
Professional Excellence Award
Ethiopia's Leading Youth Technology
Education Entrepreneur



ESHETU MELESSE
Community Service Excellence
Award
Comedian, Entrepreneur and Philanthropist



LIBEN GEBREMIKAEL
Community Service Excellence Award
CEO, TAIBU Community Health Centre
and Chair of the Board



PEOPLE TO PEOPLE CANADA
Community Service Excellence
Award
Mesrak Lissanu, President, P2P Canada



DR. MACLITE TESFAYE
Academic Excellence Award
U of T, Medical Science



ADAM AWOKE, BSc
Academic Excellence &
Bikila Scholarship Award
U of T, Health Science



LILIAN ABEBE
Academic Excellence Award
University of Ottawa,
Biomedical Science Student

For tickets sales, call: 416-709-5647 | 416-857-4820

OUR PROUD SPONSORS

Tickets may not be available at the door.



Dr. Fikre Germa, MD
Ontario, Canada
Advancing emergency medicine care and
education in Ethiopia and across Africa.

Lalibela Restaurant
1202 Danforth Avenue,
Toronto, Ontario, Tel: 416-645-0486





THANK YOU!

**It wouldn't be possible without your support!
We look forward to working with you and seeing you at the
event in September 2024.**



*“There is more hunger for love and appreciation
in this world than for bread.”*

– Mother Teresa

