



Twelfth Annual
NEWCOMER
RECOGNITION
awards

SPONSORSHIP
INFORMATION





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Established in 2011, the Simcoe County Local Immigration Partnership provides a collaborative framework for the development and implementation of sustainable local and regional practices for the successful integration of newcomers to Canada into our local communities.

The Simcoe County Local Immigration Partnership works to:

- Improve access to and coordination of integration services (settlement, language training and labour market integration) in Simcoe County
- Improve labour market outcomes for newcomers to Simcoe County. This may include initiatives such as engagement of local employers, mentorship initiatives, co-ordination of local employment services and non-paid internships
- Strengthen local awareness and capacity to successfully integrate newcomers living in Simcoe County

At the County of Simcoe, we recognize the significant contribution that immigrants make to the growth and prosperity of our region. Through programs such as the Library Hub project, we actively welcome newcomers to live and thrive in Simcoe County.

The LIP is requesting financial sponsorships to support the 2024 Newcomer Recognition Awards, occurring in person in October 2024. The Newcomer Recognition Awards celebrate the ethnic, cultural and linguistic diversity brought to Simcoe County by more than 82,290 immigrants who speak more than 100 different languages. We also recognize organizations and businesses that actively engage in our communities. The awards are open to individuals, organizations, and businesses based within Simcoe County.

As a sponsor, you will receive public recognition for your role in the promotion of Simcoe County as a welcoming and inclusive community. We have various sponsorship packages available, which are detailed in the enclosed documents. If you are interested in becoming a sponsor, or have any questions, please don't hesitate to contact us.

We look forward to a partnership with you and your company.



Sincerely,

Basil Clarke
Warden
County of Simcoe





Twelfth Annual NEWCOMER RECOGNITION *awards*

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About the event

Now in its twelfth year, the Simcoe County Newcomer Recognition Awards celebrate Simcoe County residents, businesses, and organizations working to connect with immigrants in Simcoe County.

Established as a priority of the Local Immigration Partnership in 2013, the event brings together more than 150 community partners to celebrate welcoming and inclusive individuals, businesses, and organizations.





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Media Exposure

As a Corporate Partner of the Newcomer Recognition Awards, your organization can receive regional recognition of its support of inclusive and welcoming communities.

Various levels of sponsorships are available, allowing your organization to select your level of support. Corporate Partnership is one of the most powerful marketing tools available today, and delivers many benefits to your organization and the community.

Exposure through the event webpage simcoe.ca/dpt/ccs/lip/newcomer-recognition-awards is year-round. Social media is part of the outreach strategy and peak a month prior to the event.

Network and Connect

- Opportunity to experience the rich diversity of immigrants in Simcoe County
- Develop a strong brand image of your company with the network of ethno-cultural communities
- Make grass-roots connections with community members and leaders.
- Build direct relationships with participants and audience of Local Immigration Partnership projects and initiatives
- Marketing opportunities and exposure during entire life of the event on the County of Simcoe YouTube Channel





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Corporate Sponsorship Levels

Gold Sponsorship - \$5,000

Special Brand Recognition:

- Marketing and branding before and maximum exposure during the event
- Logo placement on all related promotional material including company name and logo to appear more prominently on all signage, PowerPoint awards presentation, awards program (two-page ad), and year-round exposure on the event webpage simcoe.ca/dpt/ccs/lip/newcomer-recognition-awards
- Eight complimentary tickets

Silver Sponsorship - \$2,000

Special Brand Recognition:

- One page advertisement on the awards program, and year-round exposure on the event webpage simcoe.ca/dpt/ccs/lip/newcomer-recognition-awards
- Two complimentary tickets

Bronze Sponsor - \$500

Special Brand Recognition:

- Logo placement on related promotional material including company name and logo
- Half page advertisement on the awards program

Event Friend - \$100

Special Brand Recognition:

- Acknowledgement as an awards sponsor





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Corporate Sponsorship Levels

Package Level	Gold Sponsorship** \$5,000	Silver Sponsorship \$2,000	Bronze Sponsorship \$500	Event Friend \$100
Opportunity to address audience with congratulatory remarks	◆			
Logo featured on event media release and event promotional material	◆			
Logo and hyperlink featured on the event webpage	◆	◆		
Event Program	Centre page ad (two page)	Full page ad (one page)	Half page ad (one page)	Acknowledgment
Tax Receipt	◆	◆	◆	◆

*Donations of any amount are graciously accepted

**Only one Gold Sponsorship available





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Sample Marketing Materials



Ninth Annual NEWCOMER RECOGNITION *awards*

November 22, 2021 ~ 6 p.m.

Please join us as we celebrate the contribution of Immigrants living in Simcoe County and the organizations and businesses supporting enhanced opportunities for a growing and changing demography.

JOIN US ONLINE



Featuring Keynote Speaker, Dr. Krishana Sankar
Meet our Award Recipients



Eighth Annual NEWCOMER RECOGNITION *awards*

November 19, 2020 ~ 6 p.m.

Celebrating Simcoe County residents, businesses, and organizations working to connect with immigrants in Simcoe County



SPONSORSHIP INFORMATION

Thank you
Event Sponsors

SILVER SPONSORS



BRONZE SPONSORS



Simcoe Muskoka
Workforce Development Board



AWARD SPONSORS



The Simcoe County Local Immigration Partnership website is the online resource for newcomers in Simcoe County
immigration.simcoe.ca





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2024