



Black Canadian Studies Association 2015 Conference • Halifax, NS

COMMUNITY, EMPOWERMENT
& LEADERSHIP IN BLACK CANADA

Sponsorship Package

Why Black Leadership?

Two Black Canadian leaders, Dudley Laws and Rocky Jones, have passed away in recent years. Both were community activists who founded organizations and led the Canadian community in diverse ways. They were not leaders in the political sense, but got their mandate to lead from the Black communities in which they lived.

With the passing of Jones and Laws, commentators noted that there was a gap in Black leadership in Canada. But, was, and is that the case? Are there not other Black Canadian leaders who continue to lead?

With this in mind, the conference was called with the idea to ignite Black leadership in Canada and to further assess how leadership was realized historically. The conference will broaden the sense of leadership and examine its presence in education, the arts and culture, business and entrepreneurship, sports, law and medicine, and other key areas.

The 2015 BCSA Conference aims to be a catalyst for positive growth and development in the Black Community here in Atlantic Canada, and beyond.

Dr. Afua Cooper - 2015 BCSA Conference Chair



Why Support BCSA 2015?

Sponsoring the 2015 Black Canadian Studies Association Conference (BCSA 2015) is an opportunity to demonstrate your support of the community while raising the profile of your organization.

BCSA 2015 is an embracing event that aims to remain accessible to everyone while encouraging and supporting research, publication, teaching, and the understanding of diverse Black communities in Canada and the Diaspora.

Through creative partnerships with dedicated businesses, organizations, and individuals, BCSA 2015 will foster a sense of camaraderie amongst those in the community, and ignite leadership to encourage positive growth and development after the event has concluded.



BlackCanadianStudiesAssociation.com

Conference Overview

The conference runs from May 21st to May 24th, 2015.

An attendance of 300+ individuals from a wide, international demographic is expected.

Please note: Conference itinerary is still subject to change.

Thursday May 21st

VIP Welcome Reception for Sponsors and Keynotes

Friday May 22nd

Panels, presentations, keynote speeches
Official Grand Opening at the Lord Nelson Hotel

Saturday May 23rd

Panels, presentations, keynote speeches
Cultural movie screening & social event at Pier 21

Sunday May 24th

Final Keynote Luncheon & Conference Closing

Keynote Speakers

- Munira Abukar
- Don Anderson
- Wesley Crichlow
- Gervan Fearon
- Lynn Jones
- Délice Mugabo

Important Dates & Deadlines

Early February, 2015

Press conference announcing the event

Late March, 2015

First round of publicity posters sent to print

08 April 2015

All sponsor logos and information required for conference program

15 April 2015

Conference program sent to print
Materials for Delegate Handbags required

21 - 24 May 2015

Conference



Sponsorship Packages:

Presenting Sponsor (\$15,000 investment - only 1 opportunity)

- Branding of the conference ***"2015 BCSA Conference, brought to you by..."***
- Featured logo placement on all conference materials, website, etc.
- Featured shoutouts and highlights via social media
- Welcome Message in the Conference Program
- Multiple speaking and engagement opportunities during the conference
- Five complimentary conference registrations
- Up to five items to be included in the Delegate Handbags (250 bags available)
- 300-word highlighted profile in a BCSA Newsletter
- Guaranteed segment hosting opportunities

Sponsorship Packages (continued):

Diamond Sponsor (\$4,000 investment)

- Featured logo placement on all conference materials
- Featured logo placement on conference website
- Featured shoutouts and highlights via social media
- Speaking opportunities during the conference
- Three complimentary conference registrations
- Branding of a conference segment "Luncheon Sponsored by" (limited availability)
- Up to three items to be included in the Delegate Handbags (250 bags available)
- 150-word highlighted profile in a BCSA Newsletter

Gold Sponsor (\$2,500 investment)

- Logo placement on all conference materials
- Logo placement on conference website
- Shoutouts and highlights via social media
- Two complimentary conference registrations
- Naming rights to one table at the Keynote Luncheon
- Up to two items to be included in the Delegate Handbags (250 bags available)
- 50-word profile in a BCSA Newsletter

Silver Sponsor (\$1,250 investment)

- Logo placement on all conference materials
- Logo placement on conference website
- Shoutouts and highlights via social media
- One complimentary conference registrations
- One item to be included in the Delegate Handbags (250 bags available)

Refreshment Sponsor (\$800 investment, plus refreshment costs)

- Ownership of your refreshment break
- Opportunity to engage delegates during your refreshment break
- One complimentary conference registration
- Logo placement on conference website
- Shoutouts and highlights via social media during your break

Community Sponsor (\$700 investment)

- Logo placement on conference website
- Shoutouts and highlights via social media
- Two complimentary conference registrations

Preferred Supplier (min. 30% discount on products or services)

- Logo placement on conference website
- Logo placement on all conference materials
- Shoutout and cross promotion on social media



Contact:

If you are interested in supporting BCSA 2015 through one of our sponsorship packages or have a creative idea you would like to suggest, please do not hesitate to contact:

Claudine Bonner - Fundraising Chair
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