ONTARIO BLACK HISTORY SOCIETY • OFFICIAL PARTNERSHIP PROSPECTUS

39th Annual Black History Month Kick-Off Luncheon & Fundraiser

Theme: Honouring Our History – Inspiring Our Future

Date: Sunday, January 31, 2027 | **Venue:** Liberty Grand Entertainment Complex, Toronto, Ontario | **Charity Registration:** No. 11906 8894 RR0001

1. Partnering with Canada's Historic Pioneers

Founded in 1978, the Ontario Black History Society (OBHS) is a registered Canadian charitable organization dedicated to celebrating, chronicling, and elevating the vital contributions of Black Canadians. For nearly five decades, the Society has stood as a pioneer in public history, leading the historic advocacy and petition that successfully established February as Black History Month nationally across Canada in December 1995.

> *"The 2027 Kick-Off Luncheon serves as the catalyst for a year-long movement connecting ancestral achievements with youth leadership, scholarly excellence, economic stewardship, and community advancement."*



Official event visual for the 39th Annual Luncheon at Liberty Grand, Toronto.

National Historic Milestone: Official Canada Post Stamp Unveiling

We are proud to announce that **Canada Post will officially unveil their 2027 Black History Month themed commemorative stamp** live on stage during our Kick-Off Luncheon.

This prestigious national ceremony cements our gathering as the premier civic milestone inaugurating Black History Month across Canada. It commands dedicated broadcast cameras, extensive archival prominence, and elevated news coverage, providing your corporate brand an extraordinary platform of prestige.

The event unfolds within Toronto's historic Liberty Grand, combining a curated African Market of local artisans and entrepreneurs, a multi-course gourmet luncheon, inspiring keynote addresses, the presentation of annual heritage awards, and world-class live entertainment.

2. The Four Operational Pillars of the OBHS Mandate

Corporate partnerships and philanthropic sponsorships directly fund year-round operational deliverables rooted in our enduring mission:

- **Preserve:** Safeguard primary records, oral histories, archives, and material artifacts documenting the multi-century legacy of Black individuals and communities throughout Ontario and Canada.
- **Promote:** Proactively raise public consciousness of Black heritage, cultural achievements, and contemporary contributions through exhibitions, publications, and high-visibility community events.
- **Educate:** Develop research-informed, curriculum-aligned educational materials and facilitate interactive workshops for classrooms, post-secondary institutions, and civic groups.
- **Advocate:** Champion systemic inclusion, social equity, and educational reform to ensure Black Canadian narratives are permanently integrated into mainstream history, public policy, and institutional culture.

3. Influential Audience Demographics & Strategic News Reach

The 39th Annual Kick-Off Luncheon convenes an extraordinary network of **400 to 500 distinguished attendees** representing a multidisciplinary background across key sectors:

Civic & Public Leadership	Academia & Healthcare	Commerce, Culture & Youth
Cabinet ministers, provincial MPPs, federal MPs, municipal officials, civil servants, and senior law enforcement leadership.	University chancellors, school board leaders, educators, medical doctors, healthcare administrators, and clinical researchers.	Corporate executives, enterprise founders, acclaimed entertainers, legal professionals, and sponsored next-generation student fellows.

DOMINANT NEWS MEDIA EXPOSURE ACROSS BROADCAST & PRINT OUTLETS

As the landmark ceremony opening Black History Month nationwide—highlighted by the live Canada Post commemorative stamp unveiling—the luncheon consistently secures comprehensive media interest. Corporate sponsors receive targeted visibility across television news broadcasts, radio segments, and digital press coverage:

- **Broadcast & Television News:** Prominent visual placement during national and regional news segments covering the luncheon and Canada Post unveiling ceremony.
- **Official News Releases & Media Advisories:** Formal corporate acknowledgment distributed to major Canadian news outlets, journalistic wires, and editorial publications.
- **Red-Carpet Press Backdrops:** High-visibility logo integration on official media step-and-repeat backdrops during dignitary photo calls and press scrums.
- **Digital & Social Channels:** Strategic partner spotlight features across OBHS online communication channels, website portals, and dedicated email campaigns.

4. Where Donor Dollars Go: Tangible Community Impact

Your philanthropic partnership provides sustainable funding for concrete provincial and national deliverables:

- **Classroom-Ready Educational Toolkits:** Supplying Ontario schools and community centres with evidence-based lesson guides, digital modules, and reading materials.
- **Intergenerational Storytelling & Oral Histories:** Capturing and preserving recorded memoirs, digital archives, and ancestral lineages for open public access.
- **Youth Attendance & Mentorship Seating:** Directly underwriting tickets, meal hospitality, and mentorship seating for 50 deserving youth delegates to attend the 2027 Luncheon.
- **Academic Scholarships & Emerging Leader Grants:** Awarding academic financial assistance to secondary and post-secondary students driving racial equity and community leadership.
- **Grassroots Heritage Conservation:** Assisting community archives, heritage properties, and genealogical workshops throughout the province.

5. Comprehensive Sponsorship Matrix

Each investment tier is calibrated to maximize corporate visibility, provide meaningful event hospitality, and showcase executive community leadership.

Sponsorship Tier	Investment	Seating Allocation	Media & News Exposure	Keepsake Program Book
Diamond Sponsor Presenting Partner	**$45,000 CAD**	10 Reserved Passes (Prime Plenary Table)	Lead sponsor in news outlets, TV interviews & on-stage podium address	Full Page (Inside Front/Back Cover)
Platinum Sponsor	**$25,000 CAD**	6 Reserved Passes (Priority Seating)	Named in press advisories, news releases & digital media walls	Half Page (Premium Placement)
Gold Sponsor	**$15,000 CAD**	4 Reserved Passes (Preferred Seating)	Inclusion in event media dossier & overhead multimedia displays	Half Page (Interior Pages)
Silver Sponsor	**$10,000 CAD**	2 Reserved Passes	Rotating logo acknowledgment on stage projection screens	Quarter Page (Interior Pages)
Bronze Sponsor	**$5,000 CAD**	2 Reserved Passes	Inclusion on digital event sponsor rolls and web directory	Corporate Directory (Listing)

6. Detailed Tier Entitlements & Activations

Diamond Presenting Partner — $45,000 CAD (Exclusive Opportunity)

- **Exclusive Title Recognition:** Billed as Presenting Sponsor across all broadcast, printed, digital, and stage materials.
- **Plenary Address:** Executive address delivered live during the opening plenary program before 400 to 500 community and institutional leaders.
- **Hospitality:** One prime reserved front-row table (10 guest passes) with customized table signage.
- **Comprehensive Media Exposure:** Named lead sponsor in all press advisories sent to regional and national news outlets; prominent logo inclusion on the official red-carpet press wall.
- **Lobby Display & Branding:** Dedicated interactive brand exhibition space in the Liberty Grand foyer during the African Market and reception.
- **Digital & Keepsakes:** Full-page color ad on the inside cover of the Keepsake Program Book; top-banner logo placement on the OBHS website from January through April 2027; 50 commemorative 2027 Black History Month posters.

Platinum Partner — $25,000 CAD (High-Profile Impact)

- **Distinguished Recognition:** Official Platinum Partner across all marketing, communications, and media dossiers.
- **Hospitality:** 6 priority reserved passes with designated table placement.
- **Media & Press Visibility:** Corporate name and brand endorsement included in official news releases and media kits.
- **On-Site Visibility:** Logo highlighted across digital screen rotations and printed banquet signage; half-page premium color program book advertisement.
- **Web & Collaterals:** Prominent digital branding on the OBHS portal from January through March 2027; 20 commemorative posters.

Gold ($15,000 CAD), Silver ($10,000 CAD) & Bronze ($5,000 CAD) Partners

- **Gold ($15,000):** 4 preferred passes, half-page interior program ad, recognition in event media releases, overhead multimedia display logo rotation, website feature through February 2027, and 10 commemorative posters.
- **Silver ($10,000):** 2 reserved passes, quarter-page program ad, rotating digital projection logo, community email announcement, and 10 commemorative posters.
- **Bronze ($5,000):** 2 reserved passes, corporate directory listing in the Keepsake Program Book, logo scroll on digital event screens, and 5 commemorative posters.

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Custom table sponsorships and scholarship naming available upon request.