

# BOND

A W A R D S

## PARTNERSHIP PROPOSAL

*Honoring the best of Nigerians in Canada*

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# INTRODUCTION

Today, over 100,000 Nigerians call Canada their home, contributing richly to Canada's multicultural landscape. Yet, despite their contributions, Nigerians often encounter the restrictive boxes into which society frequently places them through either racial perceptions or underestimations of their professional capabilities.

This persistent challenge has given birth to the BONDS Awards, an initiative that aims to shatter these restrictive boxes and shine a light on the remarkable achievements of Nigerians in Canada. The BONDS Awards was conceived not just to celebrate, but to empower and inspire. By acknowledging the excellence within the Nigerian diaspora, we aim to elevate the narrative surrounding our community, highlighting the resilience, innovation, and success that define our people. Importantly, this celebration is not only for the broader Canadian society to witness our achievements; it is crucial for fellow Nigerians immigrants, who may feel discouraged or even consider returning home.

The BONDS Awards serve as a channel to encourage them to persist and excel in this land they have come to call home, reinforcing that their contributions are valued and their potential is limitless.

Through the BONDS Awards, we seek to affirm that Nigerians are not only capable but are leaders and trailblazers in various sectors. We strive to create a platform that not only recognizes such achievements but also motivates the entire diaspora to aspire to greater heights.



# ABOUT BOND AWARDS



In December 2006, Modupe Ehinlaiye and her family embarked on a new chapter, relocating from Nigeria to Canada. Bringing with her a robust background in corporate and retail banking, and having founded a microfinance company in Lagos, Modupe was well-prepared for the challenges ahead. After earning a Business Analysis Professional certification in 2008 and an MBA from the Richard Ivey School of Business in 2011, she seamlessly transitioned into the Canadian professional landscape. By 2014, not only had Modupe established her own law practice specializing in Family Law and Estates, but she also achieved the notable accomplishment of becoming dual-qualified to practice in both Nigeria and Ontario.

However, her journey was not without obstacles. As one of the few black lawyers in her field, Modupe faced racism and witnessed the detrimental effects of negative stereotypes on the BIPOC community. These experiences shaped her legal practice focusing her advocacy on women and children. Her dedication to justice and equality led to her appointment as an Administrative Judge with the Immigration and Refugee Board of Canada's Refugee Protection Division in 2021.

Throughout her career, Modupe observed that many accomplished Nigerians abroad struggled with low self-esteem due to persistent negative perceptions and stereotypes. This was not just a professional observation but a personal experience that resonated deeply with her own challenges. In response, Modupe founded TWM Studios Inc. and launched the "Talk with Mo" show in February 2023, aiming to challenge these narratives by highlighting life-changing stories of everyday people.

Building on this momentum, the need for a more formal recognition platform became apparent. This realization led to the creation of the BOND Awards.

**MODUPE EHINLAIYE**  
**FOUNDER**



# EVENT DETAILS



The mission of the BOND Awards is to celebrate and spotlight the extraordinary achievements of Nigerians in Canada. By honoring the resilience, innovation, and success of our community members, we aim to uplift and empower new immigrants, counteract negative stereotypes, and enhance the perception of Nigerians worldwide. The inaugural BOND Canada Awards ceremony coincides with the Toronto International Film Festival (TIFF) week, thereby providing an exceptional opportunity to showcase the talents of the Nigerian diaspora to a global audience.

## EVENT PURPOSE

The awards are not just conceived as a celebration but as a strategic response to the limiting boxes placed around Nigerians and other minorities in Canada. By highlighting the successes and resilience of Nigerians, the BOND Awards aim to empower the community, encourage greater achievements, and foster an environment where more accurate narratives about Nigerians and their contributions to society can flourish.

## TIME & LOCATION

**Date** : Friday, September 13, 2024  
**Time** : 5:00 PM  
**Location** : Mississauga Convention Centre, Toronto, Ontario





**BOND**  
AWARDS

SOME  
NOMINEES

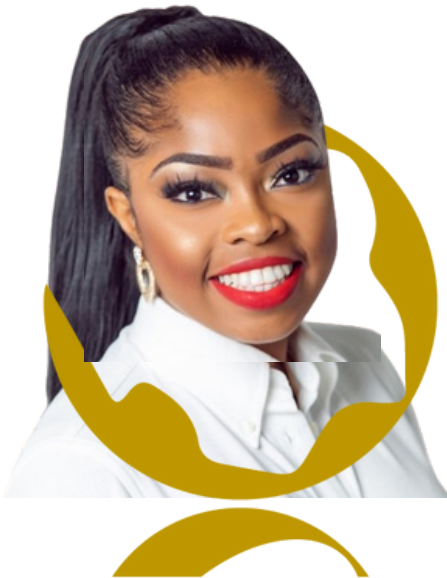
*BOND Awards 2024*

# KINGSLEY MADU

## ONTARIO, INNOVATION AWARD

 [www.linkedin.com/KingsleyMadu](https://www.linkedin.com/KingsleyMadu)

Founder, Expedier Inc., a fintech startup providing financial solutions to BIPOC communities and processing \$5 million in volume. Member, Google for Startups Accelerator. Expedier Inc. recognized as a top 12 Fintech by Platform Calgary.



# ENO EKA

## CALGARY, CAREER EXCELLENCE AWARD

 [www.linkedin.com/EnoEka](https://www.linkedin.com/EnoEka)

Founder, Business Analysis School, empowering 1 million. Trained 20,000+ individuals, including 10,000 immigrants, across 13 countries. Awarded Top 40 under 40, Woman of Inspiration, and RBC Top 75 Immigrants in Canada.

# EMEKA NNADI

## WINNIPEG, ENTREPRENEUR AWARD

 [www.linkedin.com/EmekaNnadi](https://www.linkedin.com/EmekaNnadi)

CEO of Nadi Group of Companies. Transformed 600 hectares of farmland into thriving Bridgwater neighborhoods. Emeka Nnadi Park, the first in Winnipeg named after a member of the African community.





## CHIKA STACY ORIUWA

### ONTARIO, HEALTH TRAILBLAZER

 [www.linkedin.com/ChikaStacyOriuwa](https://www.linkedin.com/ChikaStacyOriuwa)

Canadian physician & advocate. 1st Black valedictorian at U of T Medicine (2020). Key contributor to ON Black Youth Action Plan. Made of Millions Board Member. Founder, Black Student App Program (25 students). TIME Next Gen Leader. Honored with a Barbie to inspire girls in medicine.

## OJO TEWOGBADE

### ONTARIO, LIFETIME AWARD

Constable Ojo Tewogbade may have recently retired after serving in the Toronto Police Services for the past 35 years. During his time patrolling the streets, Tewogbade is credited for helping relations improve between the local black community and the police force.



## FIKAYO ADEROJU

### ONTARIO, SOCIAL IMPACT AWARD

 [www.linkedin.com/FikayoAderoju](https://www.linkedin.com/FikayoAderoju)

Founder and Executive Director, Project Impacting Lives, driving positive change for Canada's homeless. Provided 1,500+ essential support packages. Youngest executive in CAUFP's 25-year history. Currently Executive Chairman of York University's Black Alumni Network.





OUR COLLECTIVE  
ALIGNMENT

# KEY HIGHLIGHTS

## ● AMPLIFY THE VOICES OF NIGERIAN IMMIGRANTS

- Empowerment: By partnering with the BOND Awards, you can help Nigerian immigrants find their voice, build their confidence, and thrive in their new environment. Your support provides them with a powerful platform to share their stories and achievements.
- Impact: Make a tangible difference in the lives of Nigerian immigrants, helping them integrate successfully and contribute meaningfully to Canadian society.

## ● ENHANCE YOUR BRAND'S PRESENCE IN THE BLACK COMMUNITY

- Alignment: Align your brand with our steadfast commitment to diversity, equity, and inclusion. Show your dedication to supporting and uplifting the Black community in Canada.
- Visibility: Gain extensive visibility and positive brand association by being part of a movement that celebrates excellence and drives social impact.

## ● ENGAGE WITH A DYNAMIC COMMUNITY

- Movement: The BOND Awards are more than just an event; they represent a dynamic movement committed to creating opportunities and fostering growth. Partnering with us means joining a vibrant community dedicated to making a positive impact.
- Connection: Build meaningful connections with community leaders, influencers, and change-makers. Engage with a network that shares your values and commitment to social progress.

## ● DRIVE POSITIVE CHANGE

- Legacy: Contribute to lasting change by supporting programs and initiatives that provide resources, mentorship, and support to Nigerian immigrants and the Black community year-round.
- Engagement: Actively participate in community programs focused on education, career development, and cultural celebration, driving positive change and making a lasting difference.



# EVENT SCHEDULE



- **5:00 PM - 6:00 PM: Red Carpet Arrivals**
  - Live streaming of guest arrivals and interviews.
  - Prominent branding opportunities for sponsors.
  
- **6:00 PM - 6:45 PM: Welcome Reception**
  - Cocktail reception with sponsor branding displayed prominently.
  - Networking opportunities among attendees.
  
- **7:00 PM - 10:00 PM: Awards Ceremony**
  - Opening Remarks and Video Presentation
    - Introduction to the BOND Awards' mission and goals.
  - Award Presentations
    - Multiple segments highlighting achievements in various fields.
    - Key categories include Science & Technology, Business, Arts, Community Service, Education, and Entrepreneurship.
  - Musical Performances and Keynote Speech
    - Performances by notable artists and a speech by a distinguished guest.
  - Special Tribute and Lifetime Achievement Awards
    - Recognition of significant contributions and lifetime achievements.
  - Closing Remarks
    - A formal thank you to sponsors and attendees.
  
- **10:00 PM - 12:00 AM: Gala Dinner & Networking**
  - Formal dinner with continued exposure for sponsors.
  - Opportunities for deeper engagement with guests.



# BUDGET ESTIMATE

No.	Items	Amount
1	Venue Rental	\$6000
2	Stage & Decorations	\$7500
3	Cocktail Reception	\$10000
4	Musical Performances	\$12000
5	Event Planning Services	\$5000
6	Gala Dinner	\$15000
7	Awards and Gifts	\$7000
8	Security Services	\$3000
9	Marketing & Public Relations	\$6500
10	Basic Event Insurance	\$2000
11	Photography/Cinematography	\$10000
12	Volunteer/Staff Shirts and Meals	\$2500
<b>Total</b>		<b>\$86500</b>



# SPONSORSHIP PACKAGES

*BOND Awards 2024*

# PLATINUM SPONSOR

## (HEADLINE SPONSOR)- \$50,000

As a Platinum Sponsor, You will receive prominent recognition throughout the event, including prime logo placement on all event materials, a special mention during the opening and closing remarks, and the opportunity to host a keynote address. Additionally, your team will be featured in our extensive pre-event and post-event digital campaigns, reaching a wide audience across various platforms.

### **BENEFITS**

- Premier logo placement
- Full-page ad
- Dedicated booth
- 20 VIP tickets
- Exclusive post-event recognition
- Customized video spotlight
- Opportunity to present a major award.

# TRAILBLAZER AWARD

## SPONSOR

### **\$30,000**

As a sponsor of the Trailblazer Award, you will be prominently featured in all event communications and have the opportunity to present the award during the ceremony. The award will include a car gift, sponsored by Scotia Bank, symbolizing the journey of innovation and perseverance that each trailblazer embarks upon.

### **BENEFITS**

- Logo and brand mention
- Exclusive sponsorship OF AWARD
- Dedicated social media posts
- 10 VIP tickets
- Special branding as the Trailblazer Award Sponsor
- A video feature of the award presentation
- present the Trailblazer Award and donate a car as the award gift.



# OTHER PACKAGES

## **GOLD SPONSOR - \$25,000**

- Logo placement on the event website, social media, and all marketing materials.
- Half-page ad in the event program.
- 15 VIP tickets to the event.
- Opportunity to present a category award.
- Mention during the event as a Gold Sponsor.
- Post-event recognition on social media.

## **SILVER SPONSOR - \$10,000**

- Logo placement on the event website and select marketing materials.
- Quarter-page ad in the event program.
- 10 tickets to the event.
- Verbal recognition during the event.
- Post-event mention on social media.

## **BRONZE SPONSOR - \$5,000**

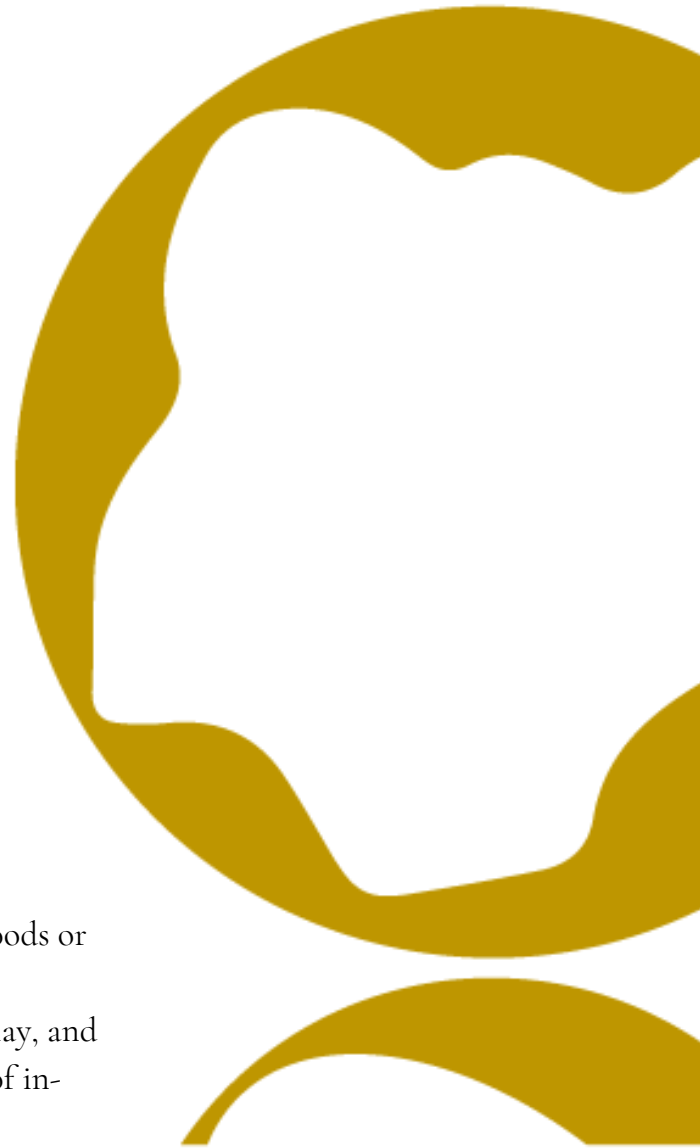
- Name listed on the event website.
- Mention in the event program.
- 5 tickets to the event.
- Recognition during event announcements.

## **IN-KIND SPONSORSHIP**

- Customizable package based on the value of the goods or services provided.
- Benefits can include logo placement, product display, and verbal recognition, tailored to the type and value of in-kind support.

## **CUSTOM PACKAGES**

We are open to creating custom sponsorship packages tailored to meet specific marketing and community engagement goals of our sponsors.



# WHY SPONSOR



## BRAND VISIBILITY AND RECOGNITION

**National Exposure:** Sponsoring the BOND Awards offers significant national visibility through media coverage, including social media, live streaming, and possibly national television broadcasting.

**Branding Opportunities:** High-profile branding throughout the event, from the red carpet to the main stage, promotional materials, and the event website, ensuring that the sponsor's logo and message reach a wide audience.

## COMMUNITY IMPACT AND CSR

**Supporting Diversity and Inclusion:** Sponsorship aligns with corporate social responsibility (CSR) goals related to diversity, inclusion, and the support of minority communities.

**Empowering Communities:** By supporting an event that celebrates and inspires members of the Nigerian diaspora, sponsors actively contribute to empowering these individuals and recognizing their achievements, which can have long-lasting social benefits.

## TARGETED MARKETING

**Focused Audience Engagement:** The event attracts a niche audience of influential community leaders, professionals, and cultural advocates within the Nigerian diaspora and the broader Canadian multicultural community.

**Cultural Alignment:** For companies like yours, sponsoring a cultural event like the BOND Awards demonstrates a commitment to diversity and cultural appreciation, resonating with ethnically diverse consumers and enhancing brand loyalty.



# WHY SPONSOR



## NETWORKING OPPORTUNITIES

**Access to Influencers and Decision-Makers:** The event is a gathering place for prominent individuals from various sectors including business, academia, arts, and more. Sponsors get direct access to network with these individuals.

**Build Business Relationships:** The gala and associated activities provide a platform for sponsors to foster and develop new business relationships and partnerships within a diverse community.

## EMPLOYEE ENGAGEMENT AND PRIDE

**Employee Involvement:** Employees can engage with the event, whether through attending or participating in the organization, which boosts morale and pride in their company's community involvement.

**Talent Attraction:** Demonstrating support for cultural initiatives can make a company more attractive to prospective employees who value diversity and corporate ethics.

## MEDIA AND CONTENT OPPORTUNITIES

**Media Coverage:** The event will be covered by various media outlets, providing sponsors with additional exposure.

**Content Creation:** Sponsors can use the event for their content creation, such as featuring the event in promotional videos, blogs, and posts that highlight their community involvement.

# THANK YOU!

We are enthusiastic about the possibility of partnering with you for the BOND Awards, an event dedicated to celebrating the remarkable achievements of the Nigerian diaspora in Canada. This partnership offers your organization a unique opportunity to engage with a diverse and influential audience, gain substantial brand visibility, and demonstrate a commitment to supporting cultural diversity and community empowerment.

We believe that your involvement would not only elevate the impact and reach of the BOND Awards but also align with your goals for community engagement and corporate social responsibility. We are eager to discuss how we can tailor this partnership to best suit your strategic objectives and look forward to the opportunity to collaborate on this exciting event.

## CONTACT US FOR MORE

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