



SPONSORSHIP  
PROPOSAL

# 2025 MAY SOIREE

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CREATING HARMONY

[www.ccah.ca](http://www.ccah.ca)

# ABOUT US

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The **Canadian Caribbean Association of Halton (CCAH)** was established in **1977** as a non-profit organization that gained **charitable status in 2000**. The organization promotes **awareness** that unity in diversity, full and active participation, **unbiased inclusion**, and the capacity to value differences equally are essential to the social, cultural, and economic **growth of Halton Region**. Membership is **open to anyone** who shares our interests and supports the **objectives of the organization**. There is also an opportunity for youth to get involved in a **wide range of activities and programs**.



# FOUR PILLARS



## EDUCATION

We work in partnership with Halton Region school boards to deliver advocacy, guidance and Afro-Caribbean cultural learning experiences



## CULTURE

We promote Afro-Caribbean culture and history through the establishment of various programs to showcase diversity in Halton Region.



## COMMUNITY

We deliver numerous events and programs with a primary focus on promoting community engagement and awareness of Afro-Caribbean history and culture in Halton Region.



## HARMONY

We participate in and sponsor research studies which help provide insight to understanding diversity in Halton Region.

# EVENT DETAILS

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Saturday, May 3, 2025

OE Banquet Hall & Conference Centre,  
Oakville | 6:00 PM - 12:00AM



# SPONSORSHIP

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Sponsorship at the **May Soiree** offers visibility in a dynamic setting, **engagement** with a **diverse audience**, and association with a premier cultural event.

Sponsors can expect exposure through **recognition during the event**, social media promotion, and **direct engagement** with attendees. Benefits also include **enhancing** your **brand's reputation** by supporting arts and culture and connecting with a **diverse demographic in a meaningful way**.



# 2025 MAY SOIREE

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Thank you for your interest in sponsoring our **May Soiree**. Our annual fundraising event celebrates **Canadian Black and Caribbean** cultures and attracts attendees from across **Halton Region** and beyond. Funds raised through the Soiree will **positively impact local BIPOC** children and youth living in **Halton** who **experience various barriers**. **Your investment will help**



# **YOUR INVESTMENT WILL HELP**

**FOSTER A  
POSITIVE SENSE OF  
SELF THROUGH  
CULTURALLY-  
ENRICHING  
EXPERIENCES**

**BUILD  
SELF-ESTEEM,  
FEELINGS OF  
EMPOWERMENT AND  
BELONGING THROUGH  
CONNECTING WITH  
PEERS AND ROLE  
MODELS WHO SHARE  
RELATED CULTURAL  
AND ETHNIC  
BACKGROUNDS**

**ENHANCE PRIDE TO  
EMBRACE AND  
CELEBRATE THEIR  
CULTURAL HERITAGE  
AND CONTRIBUTION  
TO CANADA**

**BUILD SOCIAL AND  
LEADERSHIP SKILLS  
TO ENHANCE  
EMPLOYABILITY AND  
PURSUIT OF POST-  
SECONDARY STUDIES**

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# OUR PACKAGES

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**\$10,000**

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## PLATINUM

- All communications to indicate “**Presented by...**”
- Recognition on **all social media** platforms
- **Full-page** ad in event booklet
- Mention on the **sponsor page and sponsor reel**
- **Recognition** during opening/closing of gala dinner
- Company banner to be **displayed prominently**
- Company **name projected** during dinner presentation
- CCAH 4 pillars **award sponsor**
- 10 **complimentary gala** tickets



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# OUR PACKAGES

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**\$5,000**

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## **GOLD**

- Recognition on **all social media** platforms
- **Full-page** ad in event booklet
- Mention on the **sponsor page**
- **Logo placement** at food tables
- **Recognition** during dinner announcement
- Company name **projected during dinner** presentation
- **5 complimentary gala** tickets

# OUR PACKAGES

\$2,500

## SILVER

- Recognition on **all social media** platforms
- **Half-page** ad in event booklet
- Mention on the **sponsor page**
- Recognition during **introduction of performers**
- **Company name projected** when performers announced
- **2 complimentary** gala tickets

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# OUR PACKAGES

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**\$1,000**

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## BRONZE

- Mention in **event booklet**
- **Mention on** the sponsor page
- Mention during sponsor **highlight reel during dinner**
- **1 complementary** gala ticket

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# OUR PACKAGES

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**\$300 - \$500**

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## ADVERTISING SPONSOR

- Ad space in event booklet
- ¼ page - \$300
- ½ page - \$500

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# OUR PACKAGES

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**\$250**

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## **GIFT BAG/RAFFLE SPONSOR**

- Recognition on all social media platforms
- Mention on sponsorship page
- Mention during sponsorship reel



# CUSTOM OPPORTUNITIES

We are open to creating custom packages that align with your marketing goals.  
Please contact Executive Director at [dionne@ccah.ca](mailto:dionne@ccah.ca) for more information

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# TESTIMONIALS

Last year's May Soiree was a resounding success with over 250 attendees, entertainment from Juno award winner Sonia Collymore, and an energetic and learning experience for all.

## Emmett Smith



“The gala was a great time with exceptional food and entertainment. The venue was nicely decorated and well attended by a fun group of people.”

## Linda Mills



“I had the time of my life at the CCAH 2024 May Gala. The live music had me dancing all night. The food was absolutely delicious and the overall atmosphere was electrifying.”


# THANK YOU

We look forward to working with you

 2032 Bridge Rd. Oakville On., L6L 2G6

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 [www.ccah.ca](http://www.ccah.ca)

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Impact & Result



**BHM2024**  
45 Events  
30 Community Partners



49 Music Performances



6000 Youth Served  
780 Youth Volunteer Hours



The Canadian Caribbean Association of Halton (CCAH) kicked off 2024 with renewed energy and a continued commitment to its four pillars: Education, Culture, Community, and Harmony. This year was a transformative one, marked by exciting new leadership and milestones, and an unwavering focus on enriching Halton through programs and events that celebrate and promote Black heritage and culture.

**Black History Month: Celebrating Culture and History**

February brought an array of events for **Black History Month** under our theme, Celebrating Culture and History. CCAH hosted a standout kickoff event featuring performances and presentations by Juno and Gemini award-winner Jully Black, and talented performers Anthony Sherwood, Geri Defoe, the ArtHouse Children's Choir, Girl Power'd Dancers, and the CCAH Steel Band. The month-long variety of community events and celebrations also included curator Joan Butterfield's Explore the Essence of a People exhibit at Queen Elizabeth Park Community and Cultural Centre and Oakville's Town Hall; screening of the documentary Finding Freedom on the Sixteen; partnering with Debwewin Oakville to premiere two impactful series: Legacy Voices 2: New Generation and The Debwewin Oakville Truth Series. Our deepest gratitude goes to our volunteers, partners, and funders—including Canadian Heritage, TD Bank, Cogeco's YourTV, Town of Oakville, Visit Oakville, Sheridan and Oakville Community Foundation. Special thanks to MP Pam Damoff for recognizing CCAH in the House of Commons for our contributions to promoting Black history and culture.

**Music and Cultural Performances**

Throughout the year, CCAH delivered a variety of intergenerational Steelpan and Parang music classes, culminating in 49 vibrant performances for students in classrooms, seniors in residences and long-term care facilities, and community event attendees. A highlight was the CCAH Steel Band's collaboration with the Oakville Wind Orchestra for free performances at Bronte Heritage Waterfront Park, made possible by the Bronte BIA. These events, alongside appearances at the Bronte Farmers Market and Block Party, and Civitan Farmers' Market showcased the joy and cultural richness of Caribbean music.

**Education, Children & Youth**

We engaged with 30+ schools in Halton through programs such as music performances, cultural mentorship and youth empowerment sessions, culinary workshops, and film screenings. Our **Youth Leadership Summer Program**, supported by Halton Regional Police Services, Sheridan College, and other partners, had nearly 70 youth engaged in workshops on cultural identity, career development, and community building. CCAH's third annual **Summer Day Camp** hosted 315 children across eight weeks in July and August. Thanks to the Ontario Trillium Foundation and Canada Summer Jobs Program for making this possible. With funding from United Way of Halton and Hamilton, our **Leaders in Training** Program had 20 youth explore leadership skills and gain practical experience as future camp counselors.

✉ info@ccah.ca  
🌐 www.ccah.ca  
📷 @ccaofficial

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7000 Community Members Served  
160 Community Volunteer Hours



8 Summer Events

15 Summer Staff



47 years in the community



**Community Engagement & Celebrations**

Our annual **May Soirée** was a celebration of Caribbean culture featuring keynote speaker Hon. Greg Fergus, Speaker of the House of Commons, and musical performances by two-time Juno award winner Sonia Collymore. Proceeds supported CCAH's children and youth programs. Thank you to the 250+ attendees for making the evening so much fun!

The **Community and Harmony Garden** flourished this year under the guidance of Halton Environment Network, and the addition of a Pollinator Garden, thanks to support from OakvilleGreen – and of course the many dedicated volunteers. CCAH was onsite for the Oakville Mayor's Historical Picnic engaging with the community and supporting the preservation of Oakville's history. Thank you to the Oakville Historical Society for organizing this annual event. CCAH was also on-site at Oak Park Neighbourhood Centre to celebrate Canada Day this year, providing musical entertainment to the community during the traditional pancake breakfast. Thank you to Town and Regional Councillor Jeff Knoll and MP Anita Anand for the invitation. For our annual **Emancipation Day Celebrations**, we started with the unveiling of a plaque honoring CCAH founders Icilda Bailey and Veronica Tyrrell at our Community and Harmony Garden. The celebrations continued with a picnic at Oakville Museum, featuring live performances, family activities, and we hosted our walking and bike tours exploring Oakville's Black history. We ended the summer with our annual celebration of **Veronica Tyrrell Day** at the park dedicated in her name. CCAH Board President, Sheldon Williams, and Board Vice President, Richard Pinnock, presented the Oakville Hospital Foundation with a cheque for \$25,000 as part of our longstanding relationship and pledge with the Oakville Hospital Foundation. Funds will be used to support the Halton Diabetes Compassionate Care Program. Two Board Members were recipients of the King Charles III Coronation Medal for significant contributions to Canada through community service and achievements: Richard Pinnock, was recognized by Pam Damoff, MP Oakville North-Burlington, and Pam Chase was recognized by Karina Gould, MP Burlington.

**Moving On & Looking Ahead**

We saw two Board Members retire in June: Andrew Tyrrell and Katherine Dottin-Adams—a heartfelt thank you for your years of dedicated service! In August, we marked a pivotal moment in CCAH's history as we officially welcomed our first Executive Director, Dionne Downer, bringing her visionary leadership to our organization. Thank you to the Foundation for Black Communities for their support of our growth and in partially funding this important new role. As we reflect on an incredible year of growth and transformation, CCAH is grateful for our supporters, volunteers, partners, and the Halton community. Together, we've celebrated cultural heritage, educated and empowered youth, supported seniors and fostered inclusivity. On the road to our 50th anniversary, we invite you to join us in shaping the future. Your voices and contributions will guide our strategic plan as we set the foundation for the next 50 years. Here's to an exciting 2025 and beyond, as we continue to build a community enriched by diversity and shared understanding.

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