



Newcomer Centre 19th Annual RISE Awards

Recognizing Immigrant Success in Edmonton



October 26, 2024, | Edmonton Convention Centre

20 SPONSORSHIP
24 OPPORTUNITIES

& Presenting Sponsor
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MEMORIES



The RISE Awards

Join us for the Newcomer Centre's RISE Awards, where we celebrate the foundational contributions of newcomers and immigrants to building a stronger community. The Newcomer Centre RISE Awards, Recognizing Immigrant Success in Edmonton Awards, honour outstanding individuals, businesses, employers, associations and social service organizations for their remarkable commitment to fostering a more inclusive and welcoming community for all.

Mark your calendars for **Saturday, October 26, 2024**, as we gather at the Edmonton Conference Centre for the 19th Annual RISE Awards. Prepare for an inspiring and unforgettable experience filled with cultural richness, captivating live performances, mouthwatering cultural iconic cuisine, and the recognition and celebration of esteemed community members.

Be part of this extraordinary celebration, honouring nominees and recipients and championing the spirit of inclusivity, equity and interconnectedness that enriches our community and lives.



2023 RISE Award Recipients



Rising Star: Amina Abdille



Artist of the Year: Elsa Robinson



Community Champion: Delalie Mortosi



Community Champion: Larisa Hayduk



Woman of the Year: Funke Smith



Equity in Action: Alberta LGBTQ+ Chamber of Commerce

2023 RISE Award Recipients



**LGBTQ+ Equity: Fruit Loop
Society of Alberta (Business
Category)**



**LGBTQ+ Equity: Ruth Williams
(Individual Category)**



**Ethnocultural Impact: Mama
Roza's Garden Childcare
(Business Category)**



**Ethnocultural Impact: Nii Koney
(Individual Category)**



**Lifetime Achievement: Julieta
Kraychy**

A total of 29 nominations for eight award categories were received from people from all walks of life. The nominations which reflected the diversity of Edmonton were evaluated by an equally diverse jury, comprising EMCN staff, community members, donors and volunteers.

About Newcomer Centre

Formerly Edmonton Mennonite Center for Newcomers (EMCN)

For more than four decades, the Newcomer Centre has been a cornerstone in supporting newcomers from diverse backgrounds in integrating into Edmonton. We've garnered recognition locally and nationally for our innovative solutions to the challenges immigrants and refugees face. This success is built on collaboration with donors, funders, community partners, and government agencies.

We see a future where citizens actively support newcomers, bridging their transition into the community. As a catalyst and collaborator, we aim to shape attitudes and practices, fostering appreciation for diversity.

Our purpose is to enhance the quality of life for newcomers and Canadians alike.

We value Social Justice, Diversity, Compassion, and Responsibility.



Meghan Klein,
Executive Director
Edmonton Newcomer Centre

"As an Edmontonian, I was aware of RISE long before joining the organization as Executive Director. This event is an anchor in Edmonton's awards scene and has a reputation for prestige, elegance and great entertainment."

...we honour the dedication of community members who have not only transformed the lives of newcomers but have also enriched the fabric of our nation. They've demonstrated that when we welcome newcomers with open arms, we all benefit.

Marc Miller, Minister of Immigration, Refugees and Citizenship

Canada welcomed 107,972 immigrants in the third quarter. From January to September 2023, immigration reached 79.8% (371,299) of Immigration, Refugees and Citizenship Canada's target of 465,000 immigrants for the year. Stats Canada Dec. 2023

Our Audience

This signature event pulls over 600 guests comprising government representatives at all levels, captains of industries, civil society, media, influencers and community members in an avenue that fosters an alignment with immigrants in Edmonton.

Every year, our audience collectively contribute to creating an inspirational and memorable evening enriched with culture, musical performances, intercultural dinner buffet, and awards presentation to most distinguished community members.

Engaging with us on social media platforms, we promote shared stories and amplify community voices and partnerships that enrich Edmonton.

- Our key Social handles; Tiktok, Instagram, LinkedIn, Twitter and Facebook bring in 18k to 20k unique views/Impressions with a 10-12% month to month growth.
- Total followership of socials spread across all platforms : 12,180.
- 66% of followers and engaged audience are from 25 - 44 age group of which 66.9% is women and 33.1% men.
- Content reach is 88% within Canada.

What we heard about last year's RISE Awards

“ Great idea for the bus subsidy, excellent food, and nice venue choice. ”
Dr Jennifer Braun,
Assistant Professor of Sociology, Concordia University

“ Recognition of such worthy people.
Nothing not to like. ”
Hilary Rose, 2023 RISE Awards Attendee

“ An opportunity to network with other agencies and learn more about other communities ”
Susana Vela
Success Coach at Women Building Futures

Impact Story

During my marriage, my son and I experienced gender-based and family violence, as well as the affects of living with someone who had alcohol and substance abuse addictions.

In fall of 2015, we legally separated and amidst the overwhelming legal, financial, housing and immigration issues, we also were dealing with police engagement and ongoing psychological trauma. That's when we were connected with free therapeutic and counselling services at EMCN. Once my child and I started with therapeutic services at EMCN, we were also offered extended wraparound supports by EMCN related to immigration, settlement, legal, financial and social supports for our complex case management as well as some other community agency supports available to us.

“With EMCN’s staff, programs and services, my teenage child and myself have found a degree of stability in our lives as we continue to address our ongoing situation. One of the greatest gifts we have received is real-life tools to be more financially independent, knowledge about how to navigate the legal and immigration systems and how to find hope for more joyful and rewarding lives here in Canada.”

“The staff at EMCN weren’t doing things for me; instead they worked with me to help me become more confident, capable and realistic about what we can do for ourselves to live healthier, happier and safer lives in Canada. We finally feel like we have a place where we belong here in the Edmonton community. From our experience, I now want to give back to the community and organization that helped us so much. Thank you EMCN!”

“EMCN is providing a variety of support services for the immigrants and refugees to help them settle, find careers and learn all they need to know about starting their new lives in Canada. The RISE Awards is about recognizing, celebrating, honouring individuals and organizations that help fosters newcomers inclusion in the community and into the labour market!”

SHAHRIYAR, Multicultural Liaison Officer, City Of Edmonton



Mónica Larios Solórzano
Newcomer Centre client
since 2015

Equity in Action

The Newcomer Centre is a dynamic non-profit that assists tens of thousands of newcomers annually. With a vast network of hundreds of employees from every corner of the world with lived experiences of resettlement, community partners and grassroots organizations, our impact extends far beyond the capital region. **Endorsed by the City of Edmonton, for 18 years running our influence reaches the highest levels of governance. Many of which to turn to us for support in connecting to essential resources in our community.**

The Newcomer Centre is dedicated to hosting an elegant signature event that embraces inclusivity and accessibility for all communities and members we honour. Sponsorship stands as the cornerstone of equity at this event. Your sponsorship will gain your brand exposure and engagement leading into the event during and long after while ensuring accessibility to the community members.

2024 Awards & Descriptions

Business or Organization

Equity in Action Award is a recognition given to organizations or businesses committed to building an inclusive environment reflective of the larger society. The award acknowledges those who have taken concrete steps to ensure that all employees, regardless of their background, are treated fairly and have equal access to opportunities, resources, and benefits. This category encourages appreciation for immigrants' skills, experience and workplace contribution.

2024 Awards & Descriptions

Business or Organization contd.

LGBTQIA+ Equity Award is an honour bestowed upon a business or organization that has demonstrated exceptional leadership and advocacy in support of equal rights, protection, and the well-being of the LGBTQIA+ community in Edmonton and has inspired others to uphold equality and inclusion.

Intercultural Community Impact Award recognizes the gift of diversity and the contributions of different cultural communities to Edmonton, while upholding respect and appreciation for all cultures. It encourages businesses and organizations and agencies to work towards promoting inclusive communities while preserving our collective heritage.

Individual or Group

Community Champion Award is a prestigious recognition of an individual or group's exceptional contributions to their community. The Community Champion demonstrates exceptional leadership, collaboration, innovation, volunteering in a particular cause or organization and advocacy for newcomers' equity and social justice.

Artist of the Year Award celebrates the diversity of artistic expression of newcomers. The award is bestowed upon an immigrant artist who has significantly impacted and enriched the cultural landscape of Edmonton, as arts have the power to transcend cultural boundaries and bring people from different backgrounds together.

Woman of the Year Award recognizes immigrant women's exceptional achievements and contributions to her community through leadership and dedication in personal and professional life while overcoming challenges unique to immigration and integration.

2024 Awards & Descriptions

Individual or Group contd.

Intercultural Impact Community Award recognizes the gift of diversity and the contributions of different cultural communities to Edmonton, while upholding respect and appreciation for all cultures. It encourages individuals or grassroots initiatives to work towards promoting inclusive communities while preserving our collective heritage.

Lifetime Achievement Award is an accolade given to an individual who immigrated to Edmonton and has made outstanding and significant contributions, achievements and long-lasting impacts toward fostering inclusive and equitable communities for all. It celebrates the individuals' lasting impact and influence in their communities for at least ten years.

LGBTQIA+ Equity Award is an honour bestowed upon an individual that has demonstrated exceptional leadership and advocacy in support of equal rights, protection, and the well-being of the LGBTQIA+ community in Edmonton and has inspired others to uphold equality and inclusion.

Rising Star Youth Award recognizes the achievements and potential of young immigrants between 13 – 25 years old, who have demonstrated exceptional talent, dedication, and resilience in their personal, academic, and/or professional pursuits, philanthropy, community service, or activism.

Award Sponsorship Opportunities

Experience the transformative power of sponsorship with the RISE Awards and join us in celebrating immigrant success and fostering a more inclusive community. As the Lifetime Achievement Award Sponsor, you will have these sponsorship benefits:

Presenting Sponsor \$50,000

- Prominent logo placement on all promotional materials, encompassing the website, invitations, signage, media (print and online), and seamless integration across social media platforms.
- Inclusion of your company logo, link, and handles in event emails sent to our extensive database.
- Collaborative Promotional Package featuring:
 - A compelling 90-second video spotlighting your sponsorship, played on a loop during the event's prelude, captivating guests as they take their seats.
 - Two 60-second promotional videos highlighting your company's essence and values posted monthly before the event.
 - Up to five exclusive 15-second promotional videos tailored for social media, strategically shared leading up to the event.
 - A half-day video and photo shoot at two locations of your choice, ensuring dynamic content creation for video and graphics with our experienced videographer and your company spokesperson/ reps.
- Prominent display of your company logo on event screens and custom gobos projected throughout the ballroom.
- Inclusion in all CTV Community Calendar announcements leading up to the event.
- Opportunity for two representatives to participate in the selection committee, further solidifying your involvement in the awards process.
- Provision of a full-page ad in the printed onsite program, offering prime visibility for your brand.
- Two exclusive company logo-wrapped pillars in the reception area and inclusion on "all sponsor" wrapped

Presenting Sponsorship benefits continued,

- Designation of a company logo cocktail table cover at the reception, enhancing brand presence during networking opportunities.
- Exclusive engraving of your company name and logo on all awards, underscoring your pivotal role as presenting sponsor.
- Invitations to an exclusive pre-reception event and photo opportunities with award sponsors and finalists.
- Reserved premium seating for up to 10 guests at your table, ensuring a prime viewing experience.
- Verbal recognition by the Executive Director and Board Chair during formal programming, acknowledging your esteemed contribution.
- Post-event logo feature in the annual report and newsletter, extending recognition beyond the event.
- Opportunity to include a welcome message in the event program and deliver a five-minute address from the podium.
- Up to five opportunities to be involved with Newcomer Centre programming over the year, fostering ongoing collaboration and enhancement.
- Continuous promotion from confirmation of sponsorship until the event, with acknowledgment in all post-event related social media campaigns and on the website until December 31, 2024.

Signature Sponsor \$25,000

As a Signature Sponsor of the 19th Annual RISE Awards, your brand will enjoy significant recognition and benefits, including:

- Listing your company logo on the RISE webpage, showcasing your role as a Signature Sponsor.
- Logo recognition on promotional marketing materials, encompassing the website, limited media, and seamless integration across social media platforms.
- Collaborative Promotional Package featuring:
 - A compelling 60-second video with your brand logo, played once during the event as guests find their seats.
 - Up to three 15-second promotional videos posted on our social media channels every other month leading up to the event.
 - Collaborative production of a 60-second video spotlighting your company's sponsorship of the RISE Awards, featured every other month leading up to the event and played once on a loop.
 - A half-day video and photo shoot with our videographer and your company spokesperson/ reps at a location of your choice, ensuring engaging content creation for video and graphics.
- Opportunity for one representative to participate in the selection committee, offering insight and involvement in the awards process.
- Inclusion of your company logo on event programs, providing additional visibility.
- Designation of a company logo cocktail table cover at the reception, enhancing brand presence during networking opportunities.
- Personalized half-page ad in the event program, curated by you to highlight your brand's message.
- Exclusive placement of your company logo on a spotlight-wrapped pillar in the reception area, along with inclusion on the foyer's "all sponsor" wrapped pillars.

Signature Sponsorship benefits continued,

- Invitations to an exclusive pre-reception event and photo opportunities with the presenting sponsor, award sponsors, and finalists.
- Reserved premium seating for up to 8 guests at your table, ensuring a prime viewing experience.
- Verbal recognition by the Executive Director and Board Chair during formal programming, acknowledging your valued contribution.
- Opportunity to speak from the podium for up to 3 minutes during the program, allowing you to share your company's message with attendees.
- Up to three opportunities to be involved with Newcomer Centre programming over the coming year, fostering ongoing collaboration.
- Continuous promotion from confirmation of sponsorship until the event, with postings at your discretion.
- Three acknowledgment/recognition post-event-related social media campaigns and website mentions until December 31, 2024, extending the longevity of your brand's exposure.

Contact

Don't hesitate to get in touch with Anne Hayes, Director of Development & External Relations, for sponsorship inquiries at: ahayes@newcomercentre.com | 780.423.9680 or 587.920.8374





SOCIAL JUSTICE
DIVERSITY
COMPASSION
RESPONSIBILITY



RISE
AWARDS

Get in touch with us:

 ahayes@newcomercentre.com

 www.newcomercentre.com

 780.423.9680 or 587.920.8374

     **@YEGNewcomers #RISEAwards2024**

We are grateful to all potential sponsors for considering a partnership with the Newcomer Centre for the 2024 RISE Awards. Your support not only strengthens our event but also plays a pivotal role in achieving our organization's objectives of fostering inclusivity, equity and celebrating the contributions of newcomers to the community. We invite you to join us as partners in this meaningful endeavor, making a lasting impact together.