



November 19, 2026
Edmonton EXPO
7515 - 118 Ave

Sponsorship
Package



About RISE.

Celebrating Excellence, Building Community.

The RISE Awards have honored the outstanding accomplishments of immigrants and local businesses who drive Edmonton forward. What began as a commitment to empowerment has grown into our city's premier celebration of social, cultural, and economic development.

By recognizing the remarkable contributions of newcomers, we highlight the vital role diversity plays in our collective success. Partnering with the RISE Awards means investing in the talent and innovation that fuel our local economy and strengthen our social fabric.

We continue this tradition in 2026 for the 20th Annual RISE Awards.



History of Newcomer Centre.

*Our commitment. Their courage.
Our collective future to RISE together.*

For 45 years, the Edmonton Newcomer Centre has stood alongside people starting over and continuing their lives in a new country: helping them navigate the Canadian system, build meaningful connections, and supporting them to harness their potential in their new home.

Our services empower newcomers at every stage of their journey—from initial settlement and language training to mental health support and professional growth through career and entrepreneurship pathways.

50%

of Canada's
workforce will be
immigrants by 2041.

1 in 5

of privately-owned
Alberta companies are
owned by newcomers.

20,600

is the expected increase
in labour force needs by
2033 in Alberta (vs 2023)



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Impact.

“The support I received helped me rebuild my life. That first step changed everything.”

14 years ago, Marwa Alshara fled Syria with her family as war engulfed their home. She arrived in Edmonton with little more than determination and hope. Through the Edmonton Newcomer Centre's Youth and Community Programs, Marwa found mentors, community, and a safe place to dream again. She rebuilt her confidence step by step until she was ready to pursue what once felt impossible.

Today, Marwa is a licensed architect in Alberta and British Columbia, contributing to schools, community hubs, cultural spaces, and First Nations projects across Canada. She now mentors emerging professionals and advocates for inclusive design because she knows exactly what it means to rebuild a future from the ground up.



Sponsorship Opportunities.



RISE ANNIVERSARY SPONSOR (One Available)

\$50,000

Premier Branding Exposure: Exclusive recognition as "Anniversary Sponsor" across all marketing materials, social media, event program, podium and digital signage.

Guest Experience: Branded anniversary gift provided to all attendees and logo placement on special event activations.

Ultimate Event Access: Two tables of 10 (20 guests) with premium placement and wine service.

Live Recognition: Formal verbal acknowledgement by the emcee during the program.

Advertising: Full-page ad in the printed program and post-event recognition in the annual report/newsletter.



PRESENTING SPONSOR (One Available)

\$20,000

Branding Exposure: Logo featured on all marketing materials, CTV Community Calendar mention, event emails, and digital screen branding (including a custom wall projection).

Podium Presence: Opportunity to deliver 2-minute greetings from the stage and include a welcome message in the program.

Advertising: Full-page ad in the printed program and post-event recognition in the annual report/newsletter.

Premium Event Access: One table (10 guests) with wine service, branded signage, on-stage award presentation role, and professional photograph on media wall.



AWARD SPONSORS (Six Available)

\$10,000

Award Ownership: Naming rights for one award, including your logo on the plaque, a feature in the recipient's vignette video, and on-stage presentation.

Targeted Branding: Logo featured in all nomination packages, event emails, and digital signage.

Event Access: Reserved table for 8 guests with wine service and branded signage.

Post-Event: Recognition in the annual report and newsletter.



RECEPTION SPONSOR
(One Available)

\$7,500

Reception Branding: Exclusive logo placement on signage and digital screens throughout the cocktail hour.

Digital Visibility: Recognition across all social media platforms and the printed event program.

Event Access: Premium seating for 6 guests with wine service and emcee recognition.



SPECIALTY SPONSOR
(One Available of Each - *Dessert, Program, or Entertainment*)

\$5,000

Area-Specific Branding: Prominent logo placement at your sponsored location (Dessert buffet, printed program, or on-stage during performances).

Core Recognition: Logo featured on social media, digital signage, and in the event program.

Event Access: Premium seating for 4 guests with wine service and emcee recognition



FRIENDS OF RISE
(Cash Donations - eligible for tax receipt)

Up to \$2,500

Sponsorship Levels.

Benefit	Anniversary Sponsor	Presenting Sponsor	Award Sponsor	Reception Sponsor	Specialty Sponsor (Dessert, Program, or Entertainment)
Investment	\$50,000	\$20,000	\$10,000	\$7,500	\$5,000
Availability	1 Available	1 Available	6 Available	1 Available	1 of each (3 total)
Seating	2 Tables (20 Guests)	1 Table (10 Guests)	8 Guests	6 Guests	4 Guests
Wine Service	Included	Included	Included	Included	Included
Stage Presence	Emcee Recognition	Podium Greetings (2 min)	Present an Award	Emcee Recognition Logo During Reception	Emcee Recognition
Marketing Reach					
- All Promotional Materials	●	●			
- Event Signage	●	●	●	●	●
- Event Screens	●	●	●	●	●
- CTV Community Calendar		●			
- Social Media Mention	●	●	●	●	●
- Award Package	●	●	●		
- E-mails	●	●	●		
- Annual Report	●	●	●		
Unique Perk					
- Guest Gift	●				
- Program Ad	●	●			
- Named Award			●		
- Video Feature	●	●	●		
- Signage within Specialty Area					●

Award Categories

Community and Culture Award | Woman of Impact Award | Economic Impact Award
 Advocacy in Action Award | Young Leader Award | Lifetime Achievement Award



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Contact.

For More Information on Event Sponsorship

780.424.7709

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www.newcomercentre.com/rise-awards/

