

2020 Black & White Gala

November 5, 2020



Black & White Gala & Business Leadership Awards

November 5, 2020 - Virtual

CGLCC's annual Gala is *the national* signature event of the year. It brings together hundreds of business and community leaders and LGBT+ entrepreneurs from across Canada and abroad. We also recognize and award excellence among Canada's business leaders who are helping to drive LGBT+ inclusion and prosperity.

This year, we're doing things a little differently and shifting to a virtual event. In addition to our annual CGLCC Business Leadership Awards, we'll be telling the stories of some of Canada's LGBT+ business leaders with a series of digital vignettes. And it wouldn't be a Black & White Gala if we didn't bring some amazing entertainment.

We invite you to join us in raising funds to support our efforts in helping Canada's LGBT+ community thrive.

Our 2020 Award categories:

- LGBT+ Business Leader of the Year
- LGBT+ Business of the Year
- LGBT+ Young Entrepreneur of the Year
- National Corporation of the Year
- LGBT+ Legacy Award

Sponsorship Benefits	Presenting Sponsor \$15,000	Award Sponsor \$8,000	Storytelling Sponsor \$7,000	Silver Sponsor \$5,000	Friend \$2,500
Remarks during virtual event	Welcoming remarks (pre-taped)	Presentation of sponsored award (pre-taped)			
Verbal recognition during event	✓	✓	✓	✓	
Gala gift pack shipped directly to your gala guests.	15 Gift Packs	10 Gift Packs	8 Gift Packs	8 Gift Packs	4 Gift Packs
Co-branded dedicated social media promotional assets with links for sharing; post-Gala branded thank you messaging (Presenting Sponsor) / highlighting award nominees and award winners (Award Sponsor)	✓	✓			
Logo/brand name recognition for one of: gala pre-show; sponsor break; after party		SOLD OUT		✓	
Logo/brand name recognition on storytelling video	✓ Feature Story		✓ One Story		
Logo displayed on gala platform and on sponsor reel shown at minimum 3 times during event	✓		✓	✓	✓
Sponsor Spotlight Videos (short video highlighting sponsor testimonial, pushed out on CGLCC social channels)	✓		✓	✓	
Logo included on all promotional materials and in regularly scheduled e-newsletter, pre and post Gala	✓		✓	✓	✓
Logo included on weekly social media posts (Twitter, LinkedIn, Instagram), pre and post Gala; live sponsor shout-outs on social channels during event	✓	✓	✓	✓	✓

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Gala Gift Packs

Since we can't bring the guests to the Gala this year, we're bringing the Gala to the guests!

CGLCC is working with its partners and certified suppliers to create a special gift box that will be mailed to guests in advance of the Gala. These gift packs are available to all sponsors' guests, and any individuals buying a specific tiered ticket. We are expecting over 200 gift packs to be sent out for this year's Gala.

Interested in being a part of the gift pack? CGLCC will work with you to ensure your company brand is well presented to those receiving the packs.

Contact us to learn more.

Thank you to those who believe in us, and in Canada's
LGBT+ entrepreneurs, and supported our 2019 Gala.

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EVENT PARTNERS



Contact Us

Interested in any of these opportunities?

Contact:

gala@cglcc.ca

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