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BIKILA AWARD
PROMOTING EXCELLENCE

SPONSORSHIP

| 2025 BIKILA AWARD: SPONSORSHIP OPPORTUNITIES



BIKILA AWARD BOARD MEMBERS ARE RECIPIENT OF ARBOR AWARD,
FROM THE UNIVERSITY OF TORONTO,
FOR OUTSTANDING VOLUNTEER SERVICE.



FIRST

THANK YOU

FOR CONSIDERING US!

Dear Valued Sponsor,

We are thrilled to share that preparations are well underway for the 2025 Bikila Awards and Ceremony, our annual celebration of community excellence, taking place this September in Toronto.

Your steadfast support and encouragement over the years—since our inaugural event more than a decade ago—have been instrumental to our success. As we look ahead to this year’s celebration, we are reaching out to invite your continued support in making the 2025 Awards Ceremony our most impactful yet.

Enclosed in this promotional package, you will find a variety of sponsorship opportunities tailored to different levels of engagement. Additionally, we are offering advertising space in the official 2025 ABC Awards Ceremony Program. For full details, please [\[click here to view the sponsorship package\]](#). Your sponsorship is not just a contribution—it is a meaningful investment in the future of our community, particularly in empowering our youth and in reclaiming and celebrating our brilliant history and community excellence. We are deeply grateful for your partnership and look forward to welcoming you at the event on September 20, 2025. We invite you to be part of this inspiring celebration—your support truly matters.

With sincere thanks,

Board of Directors, Bikila Awards

2025 BIKILA AWARDS

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OUR --- MISSION STATEMENT

The mission of the Bikila Award is to foster academic, professional and business excellence and promote volunteerism among persons of Ethiopian origin, primarily through award and recognition. Bikila Award is created mainly to empower young people to reach their highest potential and to celebrate their achievements.

ABOUT US

Bikila Award, registered in 2014 as a not-for-profit organization, and run by a volunteer Board of Directors who continue to donate their time and resources without any assistance from the governmental institutions. Your financial assistance will be used to cover the cost of the following programs.



Award & Recognition

Honouring students, professionals, businesses, and community volunteers deserve recognition and scholarship funds for outstanding students.



Youth Leadership Program

Youth-led programs to empower the youth. A leadership movement to learn, grow and empower one another to make a difference in our community.



Ethiopic Studies at U of T

Collaborating with The Weeknd & his parents, our Community and University of Toronto to establish Ethiopic Studies and we raised \$500,000+. Now, Ge'ez lesson has a permanent home at U of T.



Bikila Barefoot Challenge

Organized the Bikila Barefoot Challenge. Athletic competitions and entertainment in the honour of Abebe Bikila at the Varsity Stadium. Derartu Tulu and Belayneh Dinsamo were honorary guests.

BIKILA AWARD: FACTS & FIGURES

These are some of the highlights



MEDIEVAL ETHIOPIA: A SECOND COLLOQUIUM

Collaborated, co-hosted by the University of Toronto, Medieval Studies and the AGO with the support of the Italian Cultural Institute for two days conference.



THE ANCIENT & MEDIEVAL HERITAGE OF ETHIOPIAN ART

Collaborated with U of T and AGO for *The Ancient and Medieval Heritage of Ethiopian Art* at the Art Gallery of Ontario. In September 2018.



RESISTANCE & REVOLUTION: THE CINEMA OF HAILE

We Collaborated with The Power Plant & AGO for 5 Films Series, Titled, *Resistance & Revolution: The Cinema of Haile Gerima*, in 2019, Toronto.

MEDIA COVERAGE

WEBSITES

Primarily use our BikilaAward.org, and e-Blast communication.

SOCIAL MEDIA

We use mainly Facebook, Twitter, YouTube and Instagram.

OTHER MEDIA

Coverage on local and International News Media to reach out communities.

SHORT SUMMARY

94



INDIVIDUALS &
ORGANIZATIONS
RECEIVED BIKILA AWARD

17



STUDENTS RECEIVED
BIKILA AWARD
SCHOLARSHIP

\$500,000+



HELPED TO
RAISE FUND FOR
ETHIOPIC STUDIES

3,300+



PEOPLE
ATTENDED THE
AWARD EVENTS

SPONSORSHIP

OPPORTUNITIES

Sponsorship can deliver increased awareness, brand building and capability to purchase in your target market. It's a low-cost way to create visibility and traffic for your organization or business. As a sponsor of the Bikila Award, your organization not only supports our efforts to increase communication globally, it will offer you the opportunity to reach out to several people with your messages, share your expertise and drive people to your business.

DIAMOND Sponsor Sponsor \$10,000

- The corporate name and logo will be displayed on signs during the Award Event as the Diamond Sponsor
- Company name and logo will be display on all printed award event programs
- 1-minute commercials to be shown on the stage screen during the awards event
- Your corporate logo will be displayed on printed promotional flyers and will distribute in locations before the award event
- Logo and website link of your corporate will be displayed on the Bikila Award website
- Full-page colour advertisement in the event guide (you supply the ad)
- Your company will be promoted on all our Social Media, Twitter, Facebook and Instagram sites.

GOLD Sponsor \$5,000

- The corporate name and logo will be displayed on signage during the Award Event as the Gold Sponsor
- Company name and logo will be displayed on all printed award event programs
- 1-minute commercials to be shown on the stage screen during this awards event
- Your corporate logo will be displayed on printed promotional flyers and will be distributed in locations before the award event
- Logo and website link to your corporate website from the Bikila Award website
- Full-page colour advertisement in the event guide (you supply the ad).

SPONSORSHIP OPPORTUNITIES

SILVER Sponsor \$2,500

- Your company name and logo will be displayed on signs during the Awards Event as the Silver Sponsor
- Your company name and logo will be displayed on all printed award event program
- Your corporate logo will be displayed on printed promotional flyers and will be distributed in key locations before the award event
- Logo and website link of your corporate will be displayed on the Bikila Award website
- Full page colour advertisement in the event guide (you supply the add).

BRONZE Sponsor \$1,500

- Your company name and logo will be displayed on signs during the Awards Event as the Silver Sponsor
- Your company name and logo will be displayed on all printed award event programs
- Your corporate logo will be displayed on printed promotional flyers and will be distributed in key locations before the award event
- Logo and website link of your corporate will be displayed on the Bikila Award website.
- Half-page colour advertisement in the event guide (you supply the ad).

DECORATIONS Sponsor \$1,000

- Your company name and logo will be displayed on all printed award event programs
- During the awards event, it will be announced as you are the sponsor of decorations
- Logo and Website link of your corporate will be displayed on the Bikila Award website.

Cocktail Sponsor \$1,000

- Your company name and logo will be displayed on all printed award event program
- During this awards event it will be announced as you are the sponsor of cocktail
- Logo and website link to your corporate website from the Bikila Award website.

REFRESHMENT Sponsor \$700

- Your Company name and logo will be displayed on all printed award event program
- During this awards event it will be announced as you are the sponsor of refreshment
- Logo and website link of your corporate will be displayed on the Bikila Award website.

2025 EVENT PROGRAM

ADVERTISING

On the 2025 Biklia Award Event Program advertising opportunity is available. This Event Program will be printed in full colour and will be handout free of charge to Honorary Guests, Award Winners, Media and Community Members who are attending the event.

The event program will be designed by professional graphic designer (artwork, such as logo, image should be provided by the client).

To download the Application Form for sponsorship and ads, please click here.

[APPLICATION FORM](#)

Event Program Advertising Spaces and Prices:

- Business Card:\$400, available 10
- Quarter Page:\$500, available 6
- Half Page:\$700, available 4
- Full Page:\$1,000, available 4

For more information about sponsorship and event program ads, please contact us at contact@bikilaaward.org or call at 416-857-4820.

PROMOTING EXCELLENCE

Bikila Awards Ceremony & Gala Dinner

Presented by Bikila Award Inc.

Saturday, Sept. 21, 2024
Starts at 6 pm

- Cocktails, Delicious Dinner
- Music: Andy's Jazz Moment
- Guest Vocalist: Melat Mengesha
- Great Door Prizes
- Get ready to dance to an amazing DJ music mix



At the Carlu
444 Yonge Street, Toronto

Public Transit and Paid Parking Directly Below The Carlu, (College Park)

BIKILA AWARD, RECIPIENT OF ARBOR AWARD, FOR OUTSTANDING VOLUNTEER SERVICE, FROM THE UNIVERSITY OF TORONTO.



HONORARY GUEST & KEYNOTE SPEAKERS



RECOGNITIONS TO:
Jesuits of Canada, TACC & Faculty of Arts & Science (UofT)



AMB. DANIEL W. YOHANNES
Honorary Guest Speaker
United States Former Ambassador to OECD, Former Vice Chairman of USA Bank, Board Member of several S&P 500 Companies & Philanthropist.



DR. GORDON RIXON
Keynote Speaker
President, Regis College & Associate Professor, The Jesuit School of Theology in Canada, University of Toronto.



Bikila Award®
Promoting Excellence



SCAN THE QR CODE & GET YOUR TICKETS TODAY

THE 2024 BIKILA AWARD WINNERS



HAKIM WORKNEH ESHETE
Order of the Shining Star of Ethiopia
The First Western Educated Ethiopian Medical Doctor & Prominent Diplomat. (Posthumously)



LEUL RAS MENGESHA SEYOUM
Lifetime Achievement
Former Governor, Dedicated Public Servant Who Helped Built Modern Ethiopia.



DR. MENGISTU WOLDE
Professional Excellence
Atmospheric Scientist, Principal Research Officer, at the NRC Canada's Aerospace Research Center.



DR. TIRUSEW ASEFA
Professional Excellence
Planning & Decision Support Manager, Tampa Bay Water, Florida. Chair, Florida Water & Climate Alliance.



ARTIST TEWODROS KASSAHUN
Professional Excellence
Renowned Ethiopian Singer & Songwriter a Prominent Voice with Significant Impact on the Ethiopian Music Industry.



MESERET HAILEYESUS
Professional Excellence
CEO, Canadian Center for Women Empowerment and One of the Top 25 Women of Influence in Canada.



PAUL VANDERVENNEN
Professional Excellence
Accomplished Canadian Immigration Lawyer & Co-host, Weekly National TV Show on Canadian Immigration Laws.



DR. HENOK TEFAYE
Business Excellence
Chairman and CEO of USP Holdings, USA. An Entrepreneurial Success Story of Washington, DC.



AMBAYE KIDANE
Community Service Excellence
Former Director of Economic Policy Branch at the Ontario Ministry of Finance & a Longtime Advocate of P2P Canada.



NUNU MEQUANINT
Academic Excellence
The University of Western Ontario Ivey Business School and Law School.



REBECCA GIRMA
Academic Excellence
University of Toronto Mechanical Engineering.



YETBAREK ASRAT
Academic Excellence
Toronto Metropolitan University Department of Business Management.



YOHANNES ALONZO
Community Service Excellence
Multi-talented Role Model, Mastering EOTC Yared Zema in Geez & Traditional Instruments.



Andy's Jazz Moment

TIMELESS POPULAR ETHIO JAZZ

GUEST VOCALIST: MELAT MENGESHA

Website: www.bikilaaward.org

THANKS TO OUR PROUD SPONSORS





THANK YOU!

**It wouldn't be possible without your support!
We look forward to working with you and seeing you at the
event in September 2025.**



*“There is more hunger for love and appreciation
in this world than for bread.”*

– Mother Teresa

