



BIKILA AWARD  
PROMOTING EXCELLENCE

# SPONSORSHIP

| 2024 BIKILA AWARD: SPONSORSHIP OPPORTUNITIES



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



**FIRST**

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# THANK YOU

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**FOR CONSIDERING US!**

**Dear Sponsor:**

We are very excited to inform you that we are working hard to celebrate the **10th anniversary of the awards event at The Carlu, on September 21, 2024 in Toronto.**

Again, we are grateful for your support and encouragement since 2014, our inaugural event. We are asking for your support and participation to make this event even better than our previous events as we celebrate our 10th year anniversary.

In this event promo package, we have different levels of sponsorship opportunities. We also have event ad sections on the 2024 Awards, Event program handouts. For a complete sponsorship package, **please click here.**

We are grateful for your partnership to make a difference in our community. We Look forward to working with you and seeing you at the event on **September 21, 2024.**

**We Need Your Support, please sponsor.  
Thank you!**

**Board of Directors, Bikila Awards**

2024 BIKILA AWARD

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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 governmental institutions. Your financial assistance will be used to cover the costs of the following programs.



## Awards & Recognitions

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](http://BikilaAward.org), and e-Blast communication.

### SOCIAL MEDIA

We use mainly Facebook, Twitter, YouTube and Instagram.

### MEDIA PARTNER, ARTS TV



## SHORT SUMMARY



91  
BIKILA AWARDS  
&  
RECOGNITIONS



25  
STUDENTS RECEIVED  
BIKILA AWARD &  
SCHOLARSHIP

\$500,000+

HELPED TO  
RAISE FUND FOR  
ETHIOPIC STUDIES

2,600+

PEOPLE ATTENDED  
THE AWARDS  
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 \$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 distribut 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 \$7,000**

- 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 b 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 \$4,000**

- 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 ad).

## **BRONZE 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 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).

**For more information about sponsorship and event program ads, please contact us at [contact@bikilaaward.org](mailto:contact@bikilaaward.org) or call at 416-857-4820.**



PROMOTING EXCELLENCE

# Bikila Awards Ceremony & Gala Dinner

Presented by Bikila Award Inc.

**Saturday, Sept. 23,  
2023, Starts at 6pm**

**Daniels Spectrum  
585 Dundas St. East, Toronto**

**Parking is Available**

Cocktails, Delicious Dinner,  
Great Music by **The Barnes/  
Woldemichael Ethio-Jazz Quartet**  
Other Entertainments and  
Great Door Prizes.



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



★★★★★  
Event Attendees Rating

## MC, KEYNOTE & HON. GUEST SPEAKERS



**EDEN DEBEBE**  
Master of Ceremony (MC)  
Anchor and Reporter at CP24 (Bell Media)



**LAWRENCE FREEMAN**  
Keynote Speaker  
Political-Economic Analyst for Africa with  
Thirty Years of Experience on the Continent.



**THE HON. DR. JEAN AUGUSTINE**  
Honorary Guest Speaker  
The First Black Canadian Woman to Serve as a Federal  
Minister of the Crown & Member of Parliament.



**Bikila Award®**  
Promoting Excellence



SCAN ME

## THE 2023 BIKILA AWARD WINNERS



**HON. KETEMA YIFRU**  
Order of the Shining Star of Ethiopia  
Posthumously  
Prominent Ethiopian Diplomat



**GIRMA WAKE**  
Lifetime Achievement Award  
Past Board Chair & Former CEO, Ethiopian Airlines



**ETHIOPIAN AIRLINES**  
Exemplary Global Airline Excellence Award  
Mesfin Tasew, CEO, Ethiopian Airlines



**FESSEHA ATLAW**  
Professional Excellence Award  
Bio-Medical Engineering & Devices; Computational  
Linguistics - UNICODE



**HAILE-MANAS ACADEMY**  
Academic Institute of Excellence  
Award  
Founder, Rebecca Haile



**DR. BERHANU BULCHA**  
Professional Excellence Award  
NASA Research Engineer



**JOMO TARIKU**  
Professional Excellence Award  
Artist and Industrial Designer



**BETELHEM DESSIE**  
Professional Excellence Award  
Ethiopia's Leading Youth Technology  
Education Entrepreneur



**ESHETU MELESSE**  
Community Service Excellence  
Award  
Comedian, Entrepreneur and Philanthropist



**LIBEN GEBREMIKAEL**  
Community Service Excellence Award  
CEO, TAIBU Community Health Centre  
and Chair of the Board



**PEOPLE TO PEOPLE CANADA**  
Community Service Excellence  
Award  
Mesrak Lissanu, President, P2P Canada



**DR. MACLITE TESFAYE**  
Academic Excellence Award  
U of T, Medical Science



**ADAM AWOKE, BSc**  
Academic Excellence &  
Bikila Scholarship Award  
U of T, Health Science



**LILIAN ABEBE**  
Academic Excellence Award  
University of Ottawa,  
Biomedical Science Student

For tickets sales, call: 416-709-5647 | 416-857-4820

## OUR PROUD SPONSORS

Tickets may not be available at the door.



**Dr. Fikre Germa, MD**  
Ontario, Canada  
Advancing emergency medicine care and  
education in Ethiopia and across Africa.

**Lalibela Restaurant**  
1202 Danforth Avenue,  
Toronto, Ontario, Tel: 416-645-0486









# 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 2024.**



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

*– Mother Teresa*

