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BIKILA AWARD

PROMOTING EXCELLENCE

SPONSORSHIP

| **2026 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 pleased to announce that planning is well underway for the Annual Bikila Awards, taking place this September in Toronto. This highly anticipated event brings together community leaders, partners, and supporters to celebrate excellence, leadership, and meaningful impact.

Since our inaugural event in 2014, your generosity and encouragement have played a vital role in the continued success and growth of the Bikila Awards. As we prepare for this year's celebration, we respectfully invite you to renew your commitment and partner with us once again to help elevate this event to new heights. Your sponsorship directly supports the delivery of a high-quality awards program and strengthens our ability to recognize outstanding contributions within our community.

The enclosed event promotion package outlines multiple sponsorship levels and benefits, along with advertising opportunities in the Annual Awards Event Program. For full details and to confirm your participation, please click [here](#) to review the complete [sponsorship package](#). We urge you to act now and secure your sponsorship, as opportunities are limited and early commitment ensures maximum visibility and impact. Your support will make a tangible difference and help ensure the continued success of this important annual celebration. We deeply value your partnership and look forward to working with you. We hope to welcome you as a sponsor and honored guest at the Bikila Awards this September.

Thank you for your continued leadership and generosity.

Sincerely,
Board of Directors, Bikila Awards

CONTENT

LETTER TO THE COMMUNITY MEMBERS & SPONSORS	2
.....	
CONTENTS	3
.....	
MISSION STATEMENT	4
.....	
ABOUT US	5
.....	
SIMPLE FACTS	6
.....	
SPORNSHIP OPPORTUNITIES	7 - 8
.....	
2024 AWARD EVENT POSTER	9
.....	
PHOTOS FROM PREVIOUS AWARD EVENTS	10
.....	
THANK YOU	11
.....	



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

124



INDIVIDUALS
& ORGANIZATIONS
RECEIVED BIKILA AWARD

34



STUDENTS RECEIVED
BIKILA AWARD
SCHOLARSHIP

\$500,000+



HELPED TO
RAISE FUND FOR
ETHIOPIAN STUDIES

4,800+



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 \$12,000

- The corporate name and logo will be displayed on signs during the Award Event as the Diamond Sponsor
- Company name and logo will be displayed 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 be distributed 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.
- 6 Complimentary Gala tickets with VIP table.

GOLD Sponsor \$10,000

- 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).
- 4 Complimentary Gala tickets with VIP table.

SPONSORSHIP OPPORTUNITIES

SILVER Sponsor \$5,000

- 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 add).
- 2 complimentary Gala tickets with VIP table.

BRONZE Sponsor \$3,500

- 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 \$3,000

- 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.
- Half-page colour advertisement in the event guide (you supply the ad).

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.



★★★★★
Event Attendees Rating

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 2026.



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

– Mother Teresa

