



DIVERSEcity Awards of Impact

Sponsorship Package

September 24, 2025

Surrey Arts Centre

For People.

For Communities.



Our Purpose

At DIVERSEcity Community Resources Society, strengthening communities starts with helping people build the life they want. We listen with open hearts and minds to connect people to inclusive, innovative and culturally safe programs and services as they navigate their life in Canada.

From resources for their education and employment goals, to their health and wellbeing, we are here to support people's journeys, creating pathways for all to be a part of connected, stronger and healthier communities.

As a registered charity in British Columbia since 1978, we work together with Indigenous, community and business partners to elevate voices and advance change for an equitable and sustainable world. For people. For communities.

Our annual Awards of Impact are our opportunity for us to shine a spotlight on the people, partners and community members who are working alongside us as changemakers to make a social impact!



Vision

“An inclusive, equitable and regenerative society that puts people and the planet first.”

Mission

“Together, we build connected, stronger and healthier communities.”

Awards of Impact

Through our DIVERSEcity Awards of Impact, DIVERSEcity recognizes and celebrates inspiring changemakers — individuals and organizations — who are making a social impact in the community. There are eight award categories that cover diverse areas of impact including Youth Leadership, Food Security, Inspiring Seniors, Community Changemaker, Gender Equity, Reconciliation in Action, Strengthening Safety and Diverse Abilities awards. Winners are chosen after an open call for nominations with a robust marketing campaign.

We are inviting corporate partners to attach their sponsorship to a specific award category or to the event in general in several sponsorship categories. We are also open to your ideas to see how you would like to be involved!

1. Presenting sponsor (\$7,500)

We are seeking a presenting sponsor for our annual Awards of Impact. Connect your brand to these inspirational community awards celebrating changemakers and benefit from high visibility and goodwill in the community. As a presenting sponsor, preferably for a two-year commitment, DIVERSEcity will work with you to:

- Integrate your brand into a co-branded Awards of Impact logo
- Have your brand be part of all strategic marketing, PR and advertising (print and digital channels)
- Receive a presenting speaker opportunity
- Receive an opportunity to develop your own award category
- Plaques/awards to feature your brand
- Exhibition table and 12 tickets to the event
- Additional opportunities with sponsored content development and promotion



Hon. Bruce Ralston, winner of the Community Changemaker Award 2024, with Vancouver Community College's Jane Shin.

Awards of Impact

2. Venue Sponsors, Food & Beverage Sponsors, Entertainment Sponsors (\$1,500)

Hosting a impactful celebration event means creating a welcoming and memorable atmosphere with inspiring settings, catering and entertainment. Connect your brand to our thoughtfully curated event! Venue, Food & Beverage, and Entertainment Sponsors receive:

- Logo placement on marketing, PR and advertising through print and digital channels
- Logo placement on print and digital signage at event and customized sign connected to the specific area you're sponsoring (e.g., food, venue, entertainment)
- Opportunity to introduce a segment of the event onstage
- Social media post on DIVERSEcity's channels (10K+ reach)
- Exhibition table and 4 tickets to the event

3. Award Sponsor (\$1,500 per award; see next page for awards description)

Have a social issue your company supports? Connect your brand to one of our eight award categories, celebrating changemakers from all walks of life. Individual Award Sponsors receive:

- Logo placement on marketing, PR and advertising through print and digital channels
- Logo placement on print and digital signage
- Opportunity to present the award to the recipient and have your logo featured on the award plaque
- Social media post on DIVERSEcity's channels (10K+ reach)
- Exhibition table and 4 tickets to the event



Group photo of 2024 Awards of Impact winners.

**Ready to partner with
DIVERSEcity? Have other ideas on
how to customize your
involvement?**

Contact Margaret Jetelina, Senior
Manager, Marketing &
Communications, at mjetelina@dcrs.ca
or 604-612-9148 to discuss.

Award Categories

1. Youth Leadership Award

The Youth Leadership Award is awarded to a rising star (19–30) who showcases leadership and courage in their journey, while inspiring or advocating for others.

2. Food Justice Advocate Award

The Food Justice Advocate Award is awarded to an individual, community group or organization who has worked in supporting poverty alleviation or food security issues.

3. Inspiring Seniors Award

The Inspiring Seniors Award is awarded to an inspiring older adult (55+), community group or organization who is empowering other seniors to live happier, healthier and more independent lives.

4. Community Changemaker Award

The Community Changemaker Award is awarded to an individual who has gone above and beyond to create positive change in the community to improve the lives of others, in particular those who are underserved.

5. Gender Equity Award

The Gender Equity Award recognizes an individual, community group or organization who has done work to uplift women or women's issues for gender equality.

6. Reconciliation in Action Award

The Reconciliation in Action Award recognizes an individual, community group or organization who is advancing the principles of truth and reconciliation, bridging communities together.

7. Strengthening Safety Award

The Strengthening Safety Award is awarded to an individual who has overcome multiple barriers, violence or trauma to inspire others, or a community group or organization creating safe spaces.

8. Diverse Abilities Award

The Diverse Abilities Award recognizes a newcomer with diverse abilities who advocates for others.



“One thing we can all do is to make a commitment to lifelong learning. Reconciliation is a marathon, not a sprint. Develop a healthy habit of seeking further education and opportunities to learn about Indigenous peoples and our shared colonial history in this country.”

*— Ashley Pierre on behalf of
Len Pierre Consulting,
Reconciliation in Action winner 2023*

Why Partner with Us?

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Showing your organization's support for diversity, inclusion and wellbeing in the community inspires customer and employee engagement, improves your brand reputation and boosts your bottom line. There are economic advantages to incorporating social purpose in your work, but it also feels good knowing you're making a difference in your community.

At DIVERSEcity, we have a long history of social innovation and enterprise, and can be your partner in doing good. Together, we can identify giving and brand-building opportunities that align with your corporate values and priorities, while spotlighting your commitment to making a social impact.

As a nearly 50-year-old community builder based in Surrey, the fastest-growing city — and soon to be the largest city — in BC, DIVERSEcity has the history and leadership to be your bridge to social impact in areas of diversity, inclusion, social justice, newcomer integration, entrepreneurship, women's empowerment, humanitarianism and more.

We are a leader in creating equity-advancing opportunities, campaigns and events. Let's find ways to make an impact together!

We invite you to be a part of our DIVERSEcity Awards of Impact 2025!



Neelam Sahota
Chief Executive Officer



Ian Robinson
Chief Financial Officer



Our work takes place on the ancestral, traditional and unceded territories of the SEMYOME (Semiahmoo), q̓ícəy̓ (Katzie), kʷikʷə́ləm (Kwikwetlem), q̓ʷa:ńləń (Kwantlen), qiqéyt (Qayqayt), xʷməθkʷəy̓əm (Musqueam) and s̓cəwaθən məsteyəxʷ (Tsawwassen) First Nations. The knowledge and traditions of these communities are significant in providing context to the work we do, and DIVERSEcity recognizes the importance that reconciliation has in building connected, stronger and healthier communities.

For *People.*

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