GALA 2022

Raising Our voices

Friends of the Canadian Museum for Human Rights

A movement, not a moment:
Inspiring inclusion in sport

Kimberly Davis

Gail Asper

Youth Event: November 16, 2022

12:00 p.m to 1:30 p.m.

This event will bring students to the CMHR to hear from our keynote speaker, **Kimberly Davis, Senior Executive Vice President of Social Impact, Growth Initiatives & Legislative Affairs at the NHL,** as she shares the potential of developing leadership skills through sport, helping our young guests to explore the possibilities for their futures, all while sharing stories of NHL players who achieved their goals.

Gala Dinner: November 17, 2022

Reception 5:30 p.m.

Dinner and Program 6:30 p.m.

A hybrid (in-person/virtual) fundraising gala featuring Kimberly Davis. We will also be honouring Gail Asper, O.C. O.M. LL.D. and her incredible achievement in spearheading the campaign to build the first national museum dedicated to human rights in Canada.

Join us for an engaging program of entertainment, reflection and inspiration.

For more information, tickets or sponsorship opportunities:

tel: **204-289-2002**
toll-free: **1-866-828-9209**
RSVPgala@friendsofcmhr.com

friendsofcmhr.com/gala-2022-raising-our-voices

Sponsorship and Ticketing Package

Raising Our Voices
Friends of the Canadian Museum for Human Rights

On behalf of the Friends of the Canadian Museum for Human Rights (CMHR), it is my pleasure to let you know about ***Gala 2022: Raising Our Voices***, a two-day gala event taking place on November 16 and 17, 2022, at the CMHR.

At the gala dinner, we will honour **Gail Asper, O.C. O.M. LL.D.** as we celebrate the 20th Anniversary of the Friends of the CMHR and Gail's remarkable journey to make the CMHR a reality. As National Campaign Chair, she spearheaded the most successful fundraising campaign amongst cultural institutions in Canada to build the Canadian Museum for Human Rights.

You will also have the opportunity to hear from **Kimberly Davis, Senior Executive Vice President of Social Impact, Growth Initiatives & Legislative Affairs at the National Hockey League (NHL)** and learn what we can all do to further diversity, equity and inclusion in Canada.

Kimberly Davis is a trailblazer and change agent, positively disrupting the financial and sports industries with a career that spans over 35 years. Well-regarded as a resilient and visionary business leader, Davis brings change to life through sound strategic planning and solid organizational development. She is an inspirational storyteller, an architect of coalitions and a culture builder who believes that successful business contributes to healthy, vibrant communities. Driven by data and a passion for progress, she has consistently provided structure and glide paths for organizations to realize their potential for sustainable business growth.

As Senior Executive Vice President of Social Impact, Growth Initiatives & Legislative Affairs at the National Hockey League (NHL), Davis has set the League on a new course to attract, retain and develop fans, with a specific focus on bringing historically marginalized communities into the fore. Kim positively influences and impacts the decisions of 32 NHL club owners and executives relating to culture, multicultural marketing, youth participation, and community and social impact. In doing so, Davis aims to improve access and availability of the sport and grow the League's business for the long-term.

The ***Gala 2022: Raising Our Voices*** hybrid event will feature engaging musical performances and personal testimonies from others standing up for human rights across Canada.

In addition, we will be holding a special Youth Event in the CMHR on November 16th. This event will bring together 150 children to hear from Kimberly as she shares the potential to develop leadership skills through sport, helping our young guests to explore the possibilities for their futures, all while sharing stories of NHL players who achieved their goals, against the odds.

Gala 2022: Raising Our Voices is an opportunity to amplify the voices of those working hard to pursue diversity, equity and inclusion and defend human rights for everyone.

Top sponsorship levels will be offered the opportunity to attend a reception and gala dinner at the CMHR on a first-come, first-served basis, with Kimberly Davis and Gail Asper in attendance. Sponsors will also have access to the virtual event link that can be shared with friends, family and colleagues.

Join us for an engaging program of entertainment, reflection and inspiration. Information about sponsorship levels and benefits, as well as tickets are provided in this package.

Sincerely,

Arni Thorsteinson, O.M. LL.D.
Chair, Gala 2022: Raising Our Voices

Gala Chair

Arni Thorsteinson, O.M. LL.D.

Gala Commitee

Gail Asper, O.C. O.M. LL.D.

The Honourable Vim Kochhar

Anupam Kothari

M. Ann McCaig, C.M. A.O.E. LL.D.

Sofia Mirza

Howard Morry

Alex Robinson

Isha Khan

Mena Gainpaulsingh

To register your sponsorship, please complete the form on page 5 or online

Sponsorship Levels

Benefits	Youth Event Sponsor $75,000	Cocktail Reception Sponsor $75,000	Virtual Gala Sponsor $75,000	Entertainment Sponsor $35,000
Pre-recorded/live welcome message at Youth Event, sharing views on importance of Raising Your Voice to benefit change	●			
Reception speaking opportunity, sharing views on importance of Raising Your Voice to benefit change		●		
Pre-recorded welcome message for virtual gala video, sharing views on importance of Raising Your Voice to benefit change			●	
Premier reserved seating at gala dinner	2 tables (20 seats)	2 tables (20 seats)	2 tables (20 seats)	1 table (10 seats)
Invitation to VIP event with keynote speaker	20 tickets	20 tickets	20 tickets	10 tickets
Inclusion in pre-gala half-page and full-page print ads	●	●	●	●
Inclusion in post-gala full-page print ad	●	●	●	●
2023 CMHR corporate membership (transferable)	Inspiration (30)	Inspiration (30)	Inspiration (30)	Journey (15)
Complimentary CMHR tour (in-person/virtual) for 2023	●	●	●	●
Custom sharable social media tile or ad	●	●	●	●
Gala promotion guide with graphics and messages	●	●	●	●
Inclusion in digital gala invites to Friends supporter base	●	●	●	●
Logo, ad or message in printed and virtual program	full page	full page	full page	1/2 page
Curated gift boxes delivered (virtual attendees only)	4	4	4	2
Inclusion in gala webpage sponsor section	●	●	●	●
Verbal and visual recognition during gala (in-person/virtual)	●	●	●	●
Virtual event link to share with colleagues, friends, family and local non-profit group of your choice	●	●	●	●
*Partial tax receipts will be issued, dependent on sponsorship level and benefits				

Sponsorship Levels

Benefits	Presenting Sponsor $100,000	Human Rights Innovator $50,000	Human Rights Visionary $25,000	Human Rights Advocate $10,000	Human Rights Benefactor $5,000	Viewing Party $1,000
Premier reserved seating at gala dinner	3 tables (30 seats)	2 tables (20 seats)	1 table (10 seats)	1 table (10 seats)	1 table (10 seats)	
Invitation to VIP event with speaker	30 tickets	20 tickets	10 tickets			
Cocktail reception - speaking opportunity	●					
Gala dinner - speaking opportunity	●					
Pre-recorded intro of speaker for virtual gala	●					
Inclusion in pre-gala half-page print ads	●	●				
Inclusion in pre-gala full-page print ads	●	●	●			
Inclusion in post-gala full-page print ads	●	●	●			
Verbal recognition at gala (in-person/virtual)	●	●	●			
Complimentary CMHR tour (in-person/virtual) for 2023	●	●	●			
Custom sharable social media tile or ad	●	●	●	●		
Gala promotion guide with graphics and messages	●	●	●	●		
Inclusion in digital gala invitations to Friends supporter base	●	●	●	●		
Logo, ad or message in printed and virtual program	2 full pages (opening message + full-page ad)	full page	1/2 page	1/4 page		Name listed
2023 CMHR corporate membership (transferable)	Inspiration (30)	Inspiration (30)	Journey (15)	Experience (10)		
Curated gift boxes (virtual attendees only)	5	4	3	2	1	1
Inclusion in gala webpage sponsor section	●	●	●	●	●	●
Visual recognition at gala	●	●	●	●	●	
Virtual event link to share with colleagues, friends, family and local non-profit group of your choice	●	●	●	●	●	●
*Partial tax receipts will be issued, dependent on sponsorship level and benefits						

Sponsorship and Ticketing Form

Sponsorship Levels

To become a sponsor, please click here or complete the form below.

Select sponsorship level:

[ ] Presenting Sponsor ($100,000)
[ ] Youth Event Sponsor ($75,000)
[ ] Cocktail Reception Sponsor ($75,000)
[ ] Virtual Gala Sponsor ($75,000)
[ ] Human Rights Innovator ($50,000)
[ ] Entertainment Sponsor ($35,000)
[ ] Human Rights Visionary ($25,000)
[ ] Human Rights Advocate ($10,000)
[ ] Human Rights Benefactor ($5,000)

Raising Our Voices
Friends of the Canadian Museum for Human Rights

Personal Information

Name_____ Title_____

Company/Organization_____

Mailing Address_____

City/Town_____ Province_____ Postal Code_____

Telephone (___)_____ Email_____

Payment Information

[ ] Please invoice to my attention

[ ] Payment will be forwarded in advance by cheque payable to "Friends of the CMHR"

[ ] Credit Card (select one) Visa Mastercard Amex

Card Number_____ Expiry Date (mm/yy)_____

Name_____ Signature_____

Please scan and email this page to: **rsvpgala@friendsofcmhr.com**

Purchasing Virtual Tickets

Virtual gala tickets are available for students ($25), individuals ($50), households ($250) or group viewing parties, which include a curated gift box ($1,000). If you wish to purchase a virtual ticket, please fill out the personal and payment information above, or visit this link to purchase online.

Purchasing Gala Dinner Tickets

Tickets are also available to the in-person Gala 2022 dinner* at the Museum for $500 per person. If you wish to attend, indicate the number of tickets and fill out the personal and payment information above, or visit this link to purchase online.

Number of tickets for in-person Gala 2022 dinner:_____

Please note:

- Business formal attire
- Complimentary parking will be provided in the parking lot on the southern corner of York Avenue and Israel Asper Way, directly across from the CMHR group entrance (street parking will not be validated)
- Provincial COVID-19 pandemic guidelines will be followed

Donations

[ ] I would like to donate $_____

Advertising

[ ] Please send more information about advertising opportunities