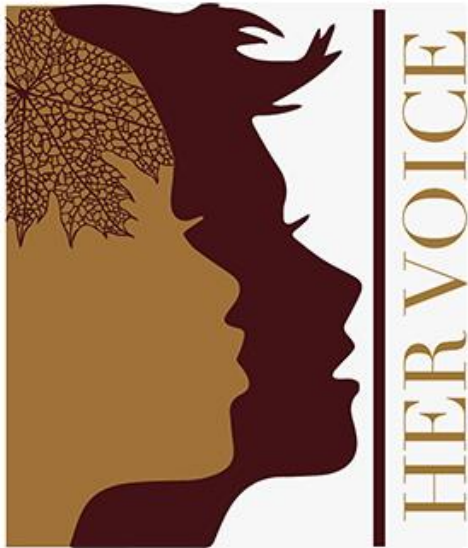


HER VOICE
Sponsorship Package



ARTISTS & ARTISANS
Development and Network
PRESENTS

HER VOICE
**EXPRESSION OF EQUALITY AND
INTERCULTURALISM**

Where women of color will come together in a virtual event to celebrate their strengths and promote equality and empowerment by showcasing artistic talents and musical performances

FEATURES:

ART EXHIBIT | POETRY | DANCE | MUSICAL PERFORMANCE
LECTURES | AND MUCH MORE

JOIN US ON FACEBOOK



JUNE 20 & 27, JULY 25 & 26
AUGUST 01 & 02

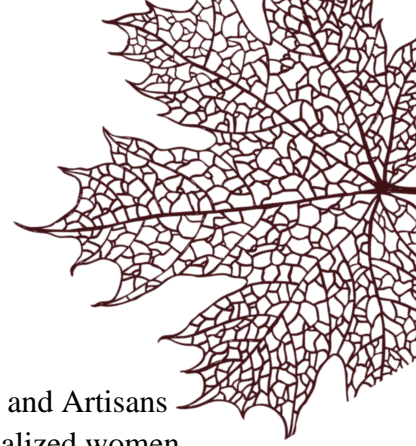
FROM 2:00 P.M.



This project has been made possible
by the generous funding from the
Government of Canada

Canada

www.artistsandartisans.ca | info@artistsandartisans.ca



Why Her Voice?

Her Voice is a unique initiative and multi-day festival conceptualized by Artists and Artisans Development and Network to acknowledge the important role played by marginalized women and girls in the development of democratic communities.

Our hope is to help foster respect and raise awareness about gender disparity and the unique experiences faced of women and girls from the visible minority communities on an ongoing basis. The festival will be a celebration of these women, their strength and will aim to promote messages of solidarity, empowerment and equality through the medium of arts and culture.

What is Artists and Artisans Development and Network?

Artists and Artisans Development Network was founded in 2014 to provide resources and community development for artists and artisans who are immigrants to Canada. The organization started out by helping artists participate in community events and festivals to promote and showcase their work. It has since grown in terms of the support and programs offered to the community at large. Currently, Artists and Artisans Development and Network works with over 500 artists, from more than a dozen ethnic backgrounds, helping them access cultural and economic opportunities.

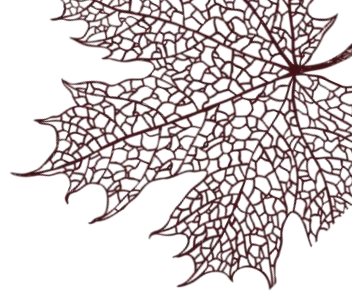
Our Vision

The organization's vision is to support newcomer artists and artisans through training and development, sharing information and opportunities, and community-building initiatives. It aims to bring members of the community together through celebration of visual arts, crafts, music, and dance.

Our Mission

The organization works tirelessly with new immigrants in Canada, to allow them to maintain their cultural heritage and help them express themselves through their art. By helping artists access opportunities, Artists and Artisans Development and Network hopes to give them a sense of familiarity in their new homeland, connect them with other creative people, and find economic stability.





Why Sponsor?

Her Voice is a multi-day virtual festival with a focus on raising awareness of the important role women play in community development, throughout the world.

The event is a celebration and showcase of collective strength displayed by women of colour, irrespective of their religion and backgrounds. It focuses on promoting equality and empowerment through the showcase of artistic talents and encourage dialogue on interculturalism and build towards inter-faith tolerance.

The festival has been conceptualized as a series of events and workshops that will take place on June 20 and 27, July 25 and 26 and August 1 and 2. The entire virtual festival is expected to draw at least 5000 viewers. This poses as a fantastic opportunity for businesses looking to promote their brand to the ideal socio-economically conscious urban demographic.

It will be promoted heavily on all of Artists and Artisans Development and Network's social media channels as well as via the promotional tools made available to us through our community partners. As a result of this, Sponsors will have additional exposure to members of all these artists, initiatives and organizations.

The Opportunity

Becoming a sponsor for Her Voice is a great way to expose your brand to a unique demographic of key decision makers. As a sponsor for the event, you will gain exposure through our robust Public Relations and Digital Marketing campaign, including mentions in advertising content, newsletters, a dedicated presence on our website, blog and all other marketing paraphernalia. Some examples of what you can expect to gain as a sponsor for Her Voice include:

- Social media engagement via Facebook and Instagram.
- Organic engagement through content driven blog posts by subject matter experts on our website
- Videos posted on our YouTube channel that will continue to gain views long after the virtual event has ended
- Targeted emailing campaigns
- Mentions in Press Releases and other media coverage secured for the event with an added possibility of interviews.
- Live mentions during the virtual event
- Increased brand visibility through sponsor acknowledgment





Sponsorship Levels

	Platinum (\$1500)	Gold (\$1000)	Silver (\$500)
Company Profile Name, Logo, Description, Website, Social Media Links on Artists and Artisans Development and Network website and pages	✓	✓	✓
Logo to be included on all live graphics during the show with the description of the appropriate sponsorship level	✓	✓	✓
30 secs company / organization promo to be played throughout the event	6	4	3
Click Through Links to Sponsor Website and Social Media Pages on Artists and Artisans Development and Network Website and Social Media Pages	✓	✓	
Banner Ads on Artists and Artisans Development and Network website	On Main Page	On Inside Page	
Branding on Event Email Alert Sent to all attendees with sponsor logos & links	✓	✓	
Mentions in all digital marketing branding and traditional PR releases	✓	✓	
Branding Included in post-event survey	✓	✓	
Downloadable PDF Included on Sponsor profile	✓	✓	✓



Board Information

Shirin Mandani

Shirin has over 20 years of leadership experience in Canadian and international not-for-profit organizations, focusing on Social Enterprise. She received her Master's degree in Public Policy Administration and Law from York University, Master's degree in Educational Leadership from Mumbai University in India and a Post degree diploma in Not-for-Profit Management from the University of Western Ontario. She is the CEO of the Canadian Educational Opportunities Corporation and has served two terms as a national board of directors for Aga Khan Education Services, in India, playing an active role in the enhancement of primary education programs funded by European Union.

Zatoon Vania

Zatoon is a retired senior artist who was employed by the North York Board of Education, first as a teacher in special education and later as a teacher of gifted children. She also served as an adjunct professor at York University's Faculty of Education for eight years where she supervised the teacher interns' in math and science education. In 1991, she was seconded to York University as a full-time associate professor in math education at McGill University for four years; she taught summer courses in gifted education to graduate students and teachers from all provinces in Canada. Zatoon continues to be a strong advocate for women's issues such as equity in the work force, elimination of math anxiety in females and empowering women to enter science, mathematics and engineering fields.

Nermine Zohdy

Nermine is a seasoned professional with extensive years of experience in development and not-for-profit work. She received her Bachelor's Degree in International Relations and Economics, and subsequently a Master's Degree in Professional Development. Her vast experience with donors, national and international nongovernmental organizations (NGOs), and multi-stakeholders stemmed from her work with the Canadian International Development Agency (CIDA), Save-The-Children, the Arab Community Centre of Toronto, and national NGOs overseas.



HER VOICE

Sponsorship Package

Sahar Rahman

Sahar is an experienced finance professional with 10 years of experience in the banking, not-for-profit and public sector. Her specialization includes executing business cases to support investment decisions, M&A and divestitures, strategy and operations. Sahar holds an MBA from the Schulich School of Business. She attained her CPA designation in March 2018. She is also a guest lecturer for BBA and IMBA classes at the Schulich School of Business. Sahar has a strong passion for helping those in need and a passion for the arts. She has previously served on the board for other not-for-profit organizations focusing on education, poverty, and hunger.

Contact Information

Shirin Mandani

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