

BLACK HISTORY MONTH 2025

Afrocentric Symposium

Black Heritage Education

Black History Month Gala

SPONSORSHIP PROPOSAL



Truly Alive

Youth and Family
Foundation Inc.

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ABOUT US

Truly Alive Youth and Family Foundation Inc (TAYFFI) creates spaces and provides bespoke services for members of Black and other racialized/equity-deserving communities in the Greater Saskatoon Metropolis and across Saskatchewan province towards becoming engaged and contributing members of the society.

As a Black-led charity, the Truly Alive Youth and Family Foundation Inc holds leadership credit in providing tailored support and other essential services that address systemic challenges Black Canadians face

Our organization serves as the conduit for Saskatchewan Coalition of Black Canadians and engages with various levels of government on conversations relevant for shaping policies and changing systems particularly as it pertains to civic participation, economic relevance, health equity, heritage preservation, equal treatment, and equal protection of Black People under the law in Canada.

“TAYFFI envisions and actively work towards the realization of a socially cohesive and civically engaged Saskatchewan society where everyone’s potential is allowed to flourish and blossom.”





OUR VISION

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We envision no one in the Greater Saskatoon Metropolis is left behind in attaining their full potential, be civically engaged, and achieve socioeconomic success.

OUR MISSION



We are on a mission to remove barriers which prevent members of Black and racialized groups across Saskatchewan communities from improving their quality of life and achieving socioeconomic success.





WHAT WE DO



YOUTH & STUDENT SUPPORT



FAMILIES & SENIORS SUPPORT



BLACK HERITAGE & RACE RELATIONS



COMMUNITY-BASED RESEARCH



ABOUT

BLACK HISTORY MONTH

Black History Month is an annual observance by Royal Proclamation dedicated to celebrating the history, achievements, and contributions of people of Black African Descent in Canada.

Black History Month is a time to learn more about the stories and the many other important contributions that Black Canadians and their communities have made to the history and continued growth of this country.

Commemoration of Black History avails a platform to address ongoing issues of racial inequality, and to educate others about the importance of inclusion, cross-cultural understanding, and race relations.

As a Black-led Charity, Truly Alive Youth and Family Foundation Inc (TAYFFI) holds the credit in hosting annual Black History running through the month of February.

The month-long commemoration features a series of learning events, public education, new media broadcast, as well as interviews across Saskatchewan Radio and TV channels.

More than 500 people across Saskatchewan Black and non-Black communities attend our Black History Month Symposium and Gala, including representatives from business communities and government agencies sharing insights and learning about the rich legacy and achievements of Black people throughout Canadian history, particularly here in Saskatchewan.



WHAT YOUR SPONSORSHIP WILL HELP TO ACHIEVE

- **Celebrating Black Excellence:** Your sponsorship will contribute to recognizing and honoring the achievements and contributions of Black individuals and communities, particularly in Saskatchewan, while fostering pride and awareness of Black heritage.
- **Supporting Education and Awareness:** The symposium will serve as a platform to educate the wider community about Black history, culture, and the ongoing challenges faced by Black communities. This promotes greater understanding, diversity, and inclusion.
- **Empowering Future Generations:** By supporting this event, you will help inspire and empower young Black professionals and students to pursue excellence and contribute positively to society. The symposium will offer valuable networking and mentorship opportunities.
- **Strengthening Community Connections:** The event brings together scholars, professionals, community leaders, and organizations, fostering collaboration and partnerships that strengthen social and professional networks within the Black community.
- **Promoting Social Change:** Your sponsorship will contribute to ongoing conversations about racial equality, systemic barriers, and the need for continued advocacy and reform. It will help elevate voices calling for social justice and meaningful change.



SPONSORSHIP PACKAGES

PLATINUM PACKAGE \$20,000+

- Display of sponsor's name or organization/company name and logo on all BHM promotional materials
- Display of sponsor's name or organization/company name and logo TAYFFI website
- 2 complimentary Tables of 8; 2 seats at the Black History Month Gala head table
- Recognition on Truly Alive Youth and Family Foundation Inc's social media platforms
- Logo on signage at the event
- Special recognition of sponsor at all BHM event; speaking opportunity at the BHM Gala
- Video messages created on YouTube & Facebook pages to recognize and thank sponsors.

GOLD PACKAGE \$15,000+

- Display of sponsor's name or organization/company logo on all BHM promotional materials
- Display of sponsor's name or organization/company name and logo TAYFFI website
- 2 complimentary Tables of 8; 1 seat at the Black History Month Gala head table
- Recognition on Truly Alive Youth and Family Foundation Inc's social media platforms
- Logo on signage at the event
- Special recognition of sponsor at all BHM event

SILVER PACKAGE \$10,000+

- Display of sponsor's name or organization/company logo on all BHM promotional materials
- Display of sponsor's name or organization/company name and logo TAYFFI website
- 1 complimentary Tables of 8 at the Black History Month Gala
- Recognition on Truly Alive Youth and Family Foundation Inc's social media platforms
- Logo on signage at the event
- Special recognition of sponsor at all BHM event

BRONZE PACKAGE \$5000+

- Display of sponsor's name or organization/company logo on all BHM promotional materials
- Display of sponsor's name or organization/company name and logo TAYFFI website
- 4 complimentary tickets to the Black History Month Gala
- Recognition on Truly Alive Youth and Family Foundation Inc's social media platforms
- Special recognition of sponsor at all BHM event



BENEFIT OF SPONSORSHIP

TAYFFI maintains credibility and unassuming reputation among diverse groups and communities Saskatchewan-wide.

By sponsoring our Black History Month commemoration, your organization is poised to increase its visibility, strengthen its brand image, and build meaningful relationships with a diverse, engaged audience in strategic ways, such as:

- Your brand may be mentioned in media releases, interviews, and post-event coverage, enhancing your visibility through local, regional, and national outlets
- Your brand's logo will be featured on all event materials, including banners, brochures, and programs, ensuring high visibility among attendees.
- You will receive special acknowledgment during opening and closing remarks, and throughout the event, providing high-profile exposure
- You may be granted speaking opportunity at the Grand Finale event - the 2025 Black History Month Gala
- Your brand/corporate logo will be displayed on digital screens throughout the Black History Symposium and Gala
- Your brand may be featured in email newsletter and general correspondence to registered participants and the wider community, increasing your reach and online presence.
- Possible engagement opportunity with TAYFFI's followers through shout-outs, spotlight posts, and event hashtags, boosting your brand's visibility across our Social Media platforms: Instagram, Twitter, LinkedIn, and Facebook.



CONTACT US AT:

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Truly Alive Youth and Family Foundation Inc is a Registered Charity
Charity Number 786514497RR0002

