



# SPONSORSHIP PROPOSAL

INAUGURAL BPAO GALA

# BLACK JOY

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JUN | 15<sup>TH</sup> | 6:00 PM - 11:59 PM

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Globe and Mail Center

351 King Street East, Suite 1600

Toronto, Ontario M5A 0N1

# ABOUT US

The Black Physicians' Association of Ontario (BPAO) holds significant importance as the premier organization in Ontario supporting Black physicians and our community. BPAO was established in response to the growing presence of Black physicians in the province and the need for targeted support and advocacy. Its formation in 2007 and subsequent incorporation as a not-for-profit in 2015 highlights the organization's commitment to addressing the unique challenges faced by Black physicians and improving healthcare outcomes within Black communities in Ontario. Through its focus on support, advocacy, and community health initiatives, the BPAO plays a crucial role in promoting equity, anti-colonial practices, and accessibility in the healthcare sector.



The impact of organizations like the BPAO in creating pathways for Black students to pursue careers in medicine is truly immeasurable. By addressing inequities and providing support, the BPAO has contributed to record highs of Black identifying medical learners entering medical schools not only in Ontario but across Canada. This achievement represents a significant step towards diversity and representation in the medical field, benefiting not just the Black community but society as a whole by fostering inclusivity and promoting healthcare equity.

Your generous contributions and previous grants (Affinity Grants) have played a crucial role in elevating the impactful work of BPAO in the community. In response to the inequities faced by Black communities during the COVID-19 pandemic, the BPAO took the lead in delivering culturally specific education and vaccination services, becoming one of the largest vaccinators outside of mass vaccination sites in Ontario. As the pandemic transitioned into an endemic phase, the BPAO continued to respond to community needs by developing Black Health Talks delivered by healthcare professionals, addressing a range of important topics such as breast cancer, hypertension, diabetes, prostate cancer, and mental health. These initiatives have been invaluable in promoting health equity and improving healthcare outcomes for Black communities throughout Ontario.

# INAUGURAL BPAO GALA



The BPAO Gala has been an aspiration since the inception of the organization. To promote Black excellence and foster fellowship within the medical community. It not only provides an opportunity to acknowledge and honor achievements but also serve as a source of inspiration for future medical learners. By showcasing Black excellence and creating a space for networking and camaraderie, the Gala contributes to building a supportive and empowering environment within the medical field. It's an aspiration that reflects the organization's commitment to promoting Black physicians' professional growth.

The theme for this year's BPAO Gala is Black Joy. We are honoring trailblazers from the Nigerian-Canadian community and showcasing the growing number of Black Physicians and Healthcare Administrators in leadership positions is incredibly impactful and significant. By recognizing the contributions and achievements of these trailblazers and leaders, the Gala not only celebrates their successes but also highlights the importance of diversity and representation within the healthcare sector. This event serves as a platform to inspire future generations and foster a sense of pride and empowerment within the Black healthcare community. It's a testament to the ongoing commitment of the BPAO to promote excellence, diversity, and inclusion in healthcare.

The choice of the Global Mail Centre as the venue for the BPAO Gala on June 15th, 2024, adds a touch of elegance and prestige to our event. It provides a premier setting that aligns perfectly with the celebration of excellence and achievement within the healthcare community. The Gala promises to be a memorable and inspiring evening, bringing together trailblazers, leaders, and supporters to honor accomplishments and foster connections that contribute to the advancement of Black excellence in healthcare.

## Why Sponsor Us?

Sponsorship of the Inaugural Gala of the Black Physicians' Association of Ontario is a fantastic opportunity for your company and brand to gain significant visibility among top healthcare professionals in Ontario. This visibility can pave the way for increased recognition, valuable networking opportunities, and potential collaborations with key stakeholders in the healthcare industry. By aligning your brand with an event that celebrates excellence and diversity in healthcare, you can enhance your company's reputation, build meaningful connections, and contribute to the overall growth and success of your business within the healthcare sector.

Aligning your company and brand with the outstanding community work led by the BPAO in social enterprise is indeed a powerful way to demonstrate your commitment to social responsibility and supporting impactful initiatives. By associating your brand with the meaningful work of the BPAO, particularly in addressing the challenges faced by Black physicians and promoting diversity in healthcare, you showcase your values and contribute to raising awareness of important issues. This alignment can enhance your brand's reputation, credibility, and goodwill among stakeholders and the community, while also fostering positive relationships and making a positive impact on society.

To acknowledge and showcase your support as a sponsor, we will recognize your organization on Giving Tuesday through targeted posts on social media networks to help amplify your brand's visibility and highlight your commitment to supporting important initiatives in mental health and community well-being.

We are eager to delve into the details of this sponsorship opportunity and would love to have a more in-depth discussion with you. For further inquiries, please feel free to reach out to our Executive Director, Chenai Kadungure, at [ed@bpao.org](mailto:ed@bpao.org).

# SPONSORSHIP OPTIONS

Platinum



\$10,000+

Gold



\$8000

Silver



\$4000

Bronze



\$1800

	Platinum	Gold	Silver	Bronze
Formal recognition of sponsorship level at the Gala				
Name and logo on the Gala landing page. (Size and location proportionate to sponsorship level)				
Inclusion of logo and AD at the gala				
Featured article on website and promotional article across social media channels				
Formal Award in your Company's Name				
Complimentary admission to the symposium for company representatives	6	4	2	

We appreciate your  
consideration

AND HOPE TO SEE YOU AT THIS IMPORTANT EVENT!

Contact:

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BLACK PHYSICIANS' ASSOCIATION OF ONTARIO  
INAUGURAL BLACK HEALTH GALA

