2021 Global Citizens Award - A Virtual Event

Honouring

Wes Hall
Founder & Executive Chairman, Kingsdale Advisors

Thursday, November 25, 2021
4:00 p.m. – 5:30 p.m.

Sponsor Opportunity
UNA-Canada is proud to honour and pay special tribute to unique and ambitious models of leadership. We recognize our laureates for their positive vision for a better world, starting in Canadian communities, and for their outstanding and generous commitment to children and youth, education, health and wellness, environmental sustainability, and economic and social growth and stability, not only for individuals, but for whole communities.

Over the years, this historic award has been bestowed on many national and international luminaries. Past laureates have included H.E. Kofi Annan; Ted Turner; Mary Robinson; the Right Honourable Brian Mulroney; Lieutenant-General (Ret) Roméo Dallaire; Stephen Jarislowsky; The Honourable Bill Graham; Louis Vachon; Louis Audet; Walied Soliman, and, most recently, Mark Carney, UN Special Envoy on Climate Action and Finance.

UNA-Canada is pleased to announce that Wes Hall is our 2021 Global Citizen laureate.

UNA-Canada is proud to be honouring and paying special tribute to Mr. Hall as an outstanding global citizen for Canada and for the world. He is a role model of how national, social and financial innovation can foster a more inclusive, fair, equitable and sustainable world.

Wes Hall has recently named on Maclean’s Power List, a ranking of the 50 most powerful people in Canada. He is highly respected as one of Canada’s preeminent power brokers. He’s an innovator, entrepreneur, family man and more. He knows first-hand how much drive and dedication it takes to build a business, especially as a Black or visible minority person in Canada.

Hall strives to be a positive influence for emerging entrepreneurs. As a child in rural Jamaica, he was raised by his grandmother; moved to Canada at 16, and set himself on track to become one of the most influential business people in Canada. As the Founder and Executive Chairman of Kingsdale Advisors, he is known for his generosity. He leverages his business success to benefit others, with a number of impactful charitable initiatives, and serves as a Board Member with the SickKids Foundation, Pathways to Education, Toronto International Film Festival, and most recently, The Black Academy.

Additionally, Mr. Hall is an instructor at the Rotman School of Management of the University of Toronto, where he teaches Black Entrepreneurship & Leadership in Canada. This is a first-of-its-kind course in North America that provides students with a deep understanding of the systemic anti-Black racism faced by Black entrepreneurs, the cultural impacts and how to navigate the system.

Please, join us at our virtual Global Citizens Award for a special evening celebrating Wes Hall, in company with other global citizens, business, political and community leaders, global civil society, friends, partners and colleagues.
The scale and speed of the current global pandemic’s impact is difficult to absorb and challenges our ability to produce. Suddenly, we have all had to embrace drastic changes in our daily lives as COVID 19 has affected the very essence of our lives – and our entire way of life.

To address the safety and social distancing requirements, UNA-Canada has reimagined its 2021 Global Citizens Award, to preclude an actual dinner but to include a dynamic Arm-Chair discussion with our laureate, who believes we can end anti-Black systemic racism by using a “business-first mindset” to create more opportunities for Blacks and all of those in the BIPOC community. He will be joined by a group of experts and presented as a virtual webcast event.

All virtual guests will have the opportunity to be inspired by an evening of thoughtful discussion with leaders, and leaders-in-the-making from government, corporate, academic and civil society sectors.

Both our award presentation and the anti-Black systemic racism conversation will be simulcast to private sponsors, VIPs, virtual “tables” and ticket sponsors. All will receive a tax receipt for the net benefit for this innovative and highly relevant event. This is an important annual event that UNA-Canada relies on to support its work for the year.

UNA-Canada appreciates your understanding and is deeply grateful for your support of our 2021 Global Citizens Award. We look forward to you joining us in honouring Wes Hall and the discussion that will engage leading financial institution and community leaders, along with others, to share promising practices and innovative approaches in the Canadian corporate suites.

Global Citizens Award - 4:00 p.m. to 4:30 p.m.
Special Arm-Chair discussion
4:30 p.m. to 5:30 p.m.

The United Nations Association in Canada: A Leader in Youth Engagement

The United Nations Association in Canada: Our Work

Proceeds from this event are essential to support youth, education and policy development programmes of UNA-Canada, an historic national charitable organization with a mandate to educate and engage Canadians in the work of the UN and critical international issues that affect us all. Marking 75-years, along with the UN in 2021, we Grow Global Citizens by investing in the next generation, bringing empathy-based educational resources on citizen education, diversity, innovation in social enterprise, peace and the environment to the best, the brightest and the most marginalized youth. We regularly convene leaders to address global challenges. Below are just some of the programmes that will benefit from the 2021 Global Citizens Award.
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**Building Young Entrepreneurs** bridges racialized and marginalized entrepreneurship and employment through skills training and business mentoring.

**The New Diplomacy of Natural Resources** is Canada’s most innovative forum on responsible resource development, bringing all stakeholders to facilitated, respectful resolutions.

The prestigious and highly competitive **International Diplomacy & Development Internship Programme** matches, trains and places talented Canadian graduates with UN Agencies around the world in internships, with a 92% success rate in follow-up employment.

**Generation SDGs** is a “youth to youth” service initiative that activates youth-led civic engagement through the creation of volunteer projects.

**Canada Green Corps** is an innovative wage-matching programme to ignite the green economy while jump-starting multi-barrièred youths’ careers in STEM and special focus on natural resources.

**Partnership**

UNA-Canada is pleased to offer your business or organization the opportunity to become a Partner of UNA-Canada’s 2021 Global Citizens Award Virtual Event.

UNA-Canada recognizes that today we are in a world to which we must adjust and adapt as circumstances evolve. Our 2021 Global Citizen Award and Arm-Chair Conversation will be an innovative and safe event, with flexible plans that will be adjusted for the evening, with precautionary steps to reduce any potential risk to all our guests.

**Breaking the colour barrier in the corporate suite.** - An interactive discussion, that will include youth, on Mr. Hall’s own experiences with the challenges, opportunities and his own motivation to excel. The participants will include representatives, identified in consultation with our major sponsors, who will explore promising practices and innovative approaches. In these tumultuous times, this is an important discussion that will focus on the future of the new economy post CONVID-19.

"We live in a complex world. The United Nations cannot succeed alone, Partnerships must continue to be at the heart of our strategy." UN Secretary-General António Guterres
Depending on the level of partnership, the following are the benefits your organization will receive:

**A PRESENTING PARTNER**  
$50,000

- 30 virtual admissions to the 2021 Global Citizens Award and Arm-Chair discussion, including:
  - Participation or nomination of a panellist for the Arm-Chair Conversation

- Premium Corporate branding as a Presenting Sponsor including:
  - Recognition as a Presenting Sponsor on all event materials
  - Complimentary copy of recorded of evening, including Arm-Chair discussion
  - Prominent logo on event marketing materials
  - Recognition through social media campaigns, including UNA-Canada’s monthly e-newsletter, Facebook and Twitter accounts
  - Organization highlighted in pre-event coverage, including in traditional & social media
  - Logo recognition on a rolling multi-media slideshow showcased Pre and Post Award
  - Prominent logo recognition on the branded event website
  - Corporate logo on pre and post-event materials that would be widely distributed.
  - Acknowledgement from the podium by UNA-Canada’s President and CEO/Chair Board of Directors

**SECRETARY GENERAL**  
$35,000

- 20 virtual invitations to the 2021 Global Citizens Award and Arm-Chair discussion, including:
  - Ability to pose questions for discussion to Arm-Chair speakers

- Prominent Corporate branding as a Secretary General sponsor, including:
  - Recognition as Secretary General sponsor on event materials
  - Complimentary copy of recorded of evening, including Arm-Chair discussion
  - Logo recognition on event marketing materials
  - Recognition through social media campaigns, including UNA-Canada’s monthly e-newsletter, Facebook and Twitter account
  - Company name highlighted in pre-event media coverage.
  - Logo recognition on the branded event website
  - Logo recognition on a rolling multi-media slideshow showcased pre and post Award
  - Corporate logo on pre and post-event materials, including a “thank you” advertisement in a major national newspaper
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GENERAL ASSEMBLY $20,000

- 20 virtual invitations to the 2021 Global Citizens Award and Arm-Chair discussion, including:
  
  - Corporate branding as a General Assembly sponsor, including:
    ✓ Recognition as a General Assembly sponsor on event materials
    ✓ Logo on event marketing materials
    ✓ Recognition through social media campaigns, including UNA-Canada’s monthly e-newsletter, Facebook and Twitter account
    ✓ Logo recognition on a rolling multi-media slideshow showcased Pre and Post Award
    ✓ Logo recognition on event branded website
    ✓ Corporate logo on post-event materials that would be widely distributed.

Other Opportunities for Support

YOUTH AMBASSADOR PARTNER $1,500 for 3 sponsored seats

Canada is home to a number of world-class universities and colleges that are creating the next generation of leaders, including in business, law, IT and political affairs. Consider sponsoring the participation of a Youth Ambassador to this exciting event:

- 3 virtual “tickets” to the 2021 Global Citizens Award and Arm-Chair discussion Event for university students or young professionals
- Mention of your organization as a Youth Ambassador Sponsor in post-event materials,
- Charitable tax receipt for 100% of the virtual ticket as per Canada Revenue Agency guidelines

SUPPORTER $1,000

- 1 virtual “ticket” to the virtual 2021 Global Citizens Award and Arm-Chair discussion
- Charitable tax receipt for 100% of the virtual ticket as per Canada Revenue Agency guidelines

Contact Information

For partnership inquiries and information, please contact:
James D. Lee
National Development Manager
United Nations Association in Canada
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Ottawa, ON K1P 5L4
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Email: james.lee@unac.org
Yes, I would like to be a Sponsor of the 2021 Global Citizens Award at the following level:

- A Presenting Partner & Host $50,000
- Secretary General $35,000
- General Assembly $20,000
- Table Sponsor $10,000

I am interested and would like to discuss other sponsorship opportunities.

Please reserve ______ virtual “table(s)” of 10 at $10,000 per “table”, or ______ virtual ticket(s) at $1,000 per seat.

I would like to be a Youth Ambassador Sponsor and purchase ______ virtual ticket(s) at $1,500 per three tickets.

I am unable to attend, but would like to support the event with a donation of $______

Enclosed is a cheque for $____________ made payable to UNA-Canada.

I authorize UNA-Canada to withdraw $_________ from: □ Visa □ MasterCard

Card No: ____________________________ Expiry Date: ___________

Signature: ___________________________________________________________________________________

Cardholder Name: _____________________________ CSV #____________

__ PRIMARY CONTACT INFORMATION __

Name: _____________________________ Position: _____________________________

Company: ____________________________________________________________________________

Address: ______________________________________________________________________________

City: _____________________________ Prov.: ______ Postal Code:________________________

Phone: (___) _____________ Email: _____________________________

Send to: United Nations Association in Canada - Global Citizens Award 400-30 Metcalfe St. Ottawa, ON K1P 5L4

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