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SAWC2009



TORONTO

CENSUS 2009: A New Reality

EMPOWERMENT AND LEADERSHIP
OF SOUTH ASIAN WOMEN

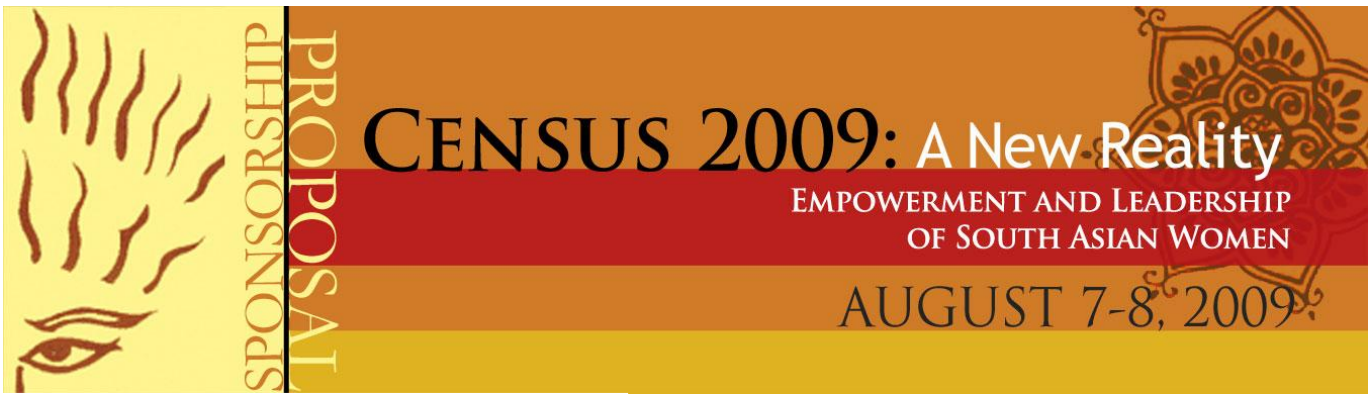
AUGUST 7-8 2009

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CONFERENCE SPONSOR OPPORTUNITIES

Division of
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redefine THE POSSIBLE.



The South Asian Women’s Centre (SAWC) in collaboration with the Division of Continuing Education (DCE) and Office of University Events and Community Relations at York University (UCER) is hosting a one day conference for the community of South Asian Women to be held at York University Keele Campus on August 8, 2009. As an ethnic group known to struggle in isolation with discrimination, this conference will provide South Asian Women across the GTA with a way to participate, share experiences, connect, and celebrate their contributions as newcomers to Canada. The objective of the conference is to create a positive environment for South Asian women to engage with both each other and with academics and community leaders. The conference will also give these women an opportunity to network and become more involved in the community through a day of sharing, civic engagement, and workshops. We will also host an evening gala on August 7, 2009 at York University Keele Campus which will feature a night of cultural programs and traditional food.

The *Census 2009 and A New Reality: Empowerment and Leadership of South Asian Women Conference* will bring together Canada’s top women executives, academics, and community leaders to examine the challenges facing women in their pursuit of cultural and professional stability and to offer advice on how to take charge of their life and future.

We will offer a roster of key-note presenters, along with workshops on a range of themes related specifically to South Asian Women:

Workshop 1	<ul style="list-style-type: none"> • Raising Awareness of and Coping with Racism and Discrimination • Civic Engagement and Political Leadership
Workshop 2	<ul style="list-style-type: none"> • Promoting Leadership in Young South Asian Women • Profiling South Asian Women in the Media
Workshop 3	<ul style="list-style-type: none"> • Successful Life Skills • Promoting Health and Wellness
Workshop 4	<ul style="list-style-type: none"> • Knowledge Mobility-Employment Strategies • From Homemakers to Breadwinners: Teaching Skills to Increase Economic Independence and Sustainability
Workshop 5	<ul style="list-style-type: none"> • Voices Against Violence and Abuse in the South Asian Community
Workshop 6	<ul style="list-style-type: none"> • Understanding the Economic Disempowerment of Senior South Asian Women

The conference will also feature a display of artwork done at the South Asian Women’s Centre, including a historical sewing collective and a photography exhibit of South Asia’s rich heritage.

About the Organizers



The South Asian Women's Centre

(SAWC) is a non-profit social service organization located in the heart of Toronto where a majority of the South Asian Community resides.

Incorporated in 1985, the name personifies an organization providing support for South Asian women seeking help. Its key mission is to raise awareness among South Asian women and to empower them to their full potential by assisting in their social, economic and cultural development.

The Centre has a holistic approach, providing a broad range of services enabling and empowering the community, helping them to develop skills to participate more actively in Canadian society.

Communicating in over 16 languages, this multi-lingual Centre provides a platform to share information, exchange cultural values and engage in self development. Some of the services provided by the Centre are the following:

· Settlement Services for Newcomer Women and their Families	· Advocacy and Violence Prevention Education
· Life Skills Support	· Support and Counseling
· Violence against Women	· Information and Referrals
· Employment Counseling and Job Search	· Women's Wellness Programs
· Legal Education	· Skills Training

The Division of Continuing Education (DCE) at York University is charged with mounting all non-credit courses, programs and certificates. The Division provides opportunities for people to enhance their professional qualifications in an increasingly competitive and rapidly changing labour market, by offering a broad spectrum of courses - many of which are focused on areas of industry not traditionally served by the academic community. The Division also assists adults by improving their chances for admission to degree study at York University through its offering of bridging courses.

Office of University Events and Community Relations (UECR) at York University is the resource for event planners campus-wide and external organizations who want to bring their meetings to York. UCER offers the facilities, services, and staff you need for your professional function. The Office is also the point of contact for the University and external community to facilitate community engagement.

Location

York University, Keele Campus

Attendees

The conference/symposium is mainly an opportunity to bring together the South Asian women in the community to raise their issues, connect with one another, and create a voice for themselves within the GTA. However, the conference welcomes all, and anyone interested is invited to attend.

Sponsorship and its Advantages



The South Asian Women's Centre, Division of Continuing Education and Office of the University Events and Community Relations at York University are seeking your support to help us cover some of the expenses of this conference/symposium. As mentioned earlier, SAWC is a non for profit organization serving the needs of South Asian Women in over 16 different languages and any sponsorship funds will go directly towards hosting this conference. The funds collected via sponsorships will be utilized in the following ways:

- **To** help subsidize the cost of food, travel and childcare so women who are marginalized have an opportunity to come together to speak of their issues, celebrate their achievements and make connections.
- **To** assist us to bring inspirational and motivational speakers who will set the tone for a vibrant and useful conference.
- **To** assist a coordination team prepare conference kits and prepare a well analyzed written report that can serve stakeholders as a tool to understand South Asian women's issues and use it as a policy tool and a research document.

We understand that becoming a sponsor means making an investment. Thus, we will always work closely with you to maintain open communicative relations and keenly devote our efforts to ensure that all your goals and objectives are met. As our strategic partner you will receive the following benefits based on your level of sponsorship:

Sponsor Benefits	Gold - \$5000	Silver - \$2,500
Sponsor Logo will be featured on our website and all promotional materials	✓	✓
Recognition in the conference	✓	✓
Link to sponsor website from conference website	✓	✓
Company literature or gift item in conference kits	✓	✓
2 tickets to the gala on August 7 th , 2009 and 2 tickets to the conference on August 8 th , 2009	✓	
1 ticket to the gala on August 7 th , 2009 and 1 ticket to the conference on August 8 th , 2009		✓
Sponsorship of two refreshment breaks (Tea, Coffee and Snacks) on August 8 th , 2009	✓	

OR:

Sponsor the Conference Lunch on August 8th, 2009 for an amount of \$3,000 and receive the following benefits:

- Sponsor Logo will be featured on our website and all promotional materials
- Recognition in the conference
- Company literature or gift item in conference kits

We hope that your business will find interest in sponsoring this great initiative. It is interesting to note that according to Statistics Canada, by 2017, the South Asian community will be the most visible, populous minority group in Toronto: more than one million of the population will be of South Asian descent. We see a synergy and connection that would be of benefit to you in raising the profile of your company to the South Asian community.

Please sponsor now, and help us aid and inspire the future leaders of tomorrow. *Your financial assistance will be greatly appreciated on whatever level you are able to assist.*

For more information, please contact the Division of Continuing Education, York University at:

4700 Keele Street, Toronto, ON
Room 107, Atkinson Building
M3J 1P3

Telephone: 416-650-8049

Fax: 416-650-8042

Email: newreality@yorku.ca

Web: www.newreality.conference.yorku.ca

Sponsor Application

Name of Company

Name of Contact Person

Title of Contact Person

Mailing Address

City

Province/ State

Postal/Zip Code

Telephone

Fax

Email

Sponsor Opportunities

- Gold (\$5000)
- Silver (\$2500)
- Conference Lunch (\$3000)
- Individual Donation (\$_____)

Payment Information

- American Express
- Visa
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- Cheque*

*Payable to York University

Division of Continuing Education
4700 Keele Street
Room 107, Atkinson Building
Toronto, ON, M3J 1P3

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