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# A GlobalFest Sponsorship Opportunity

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Presented to:

Presented by:

Date: February 9, 2022

# About GlobalFest

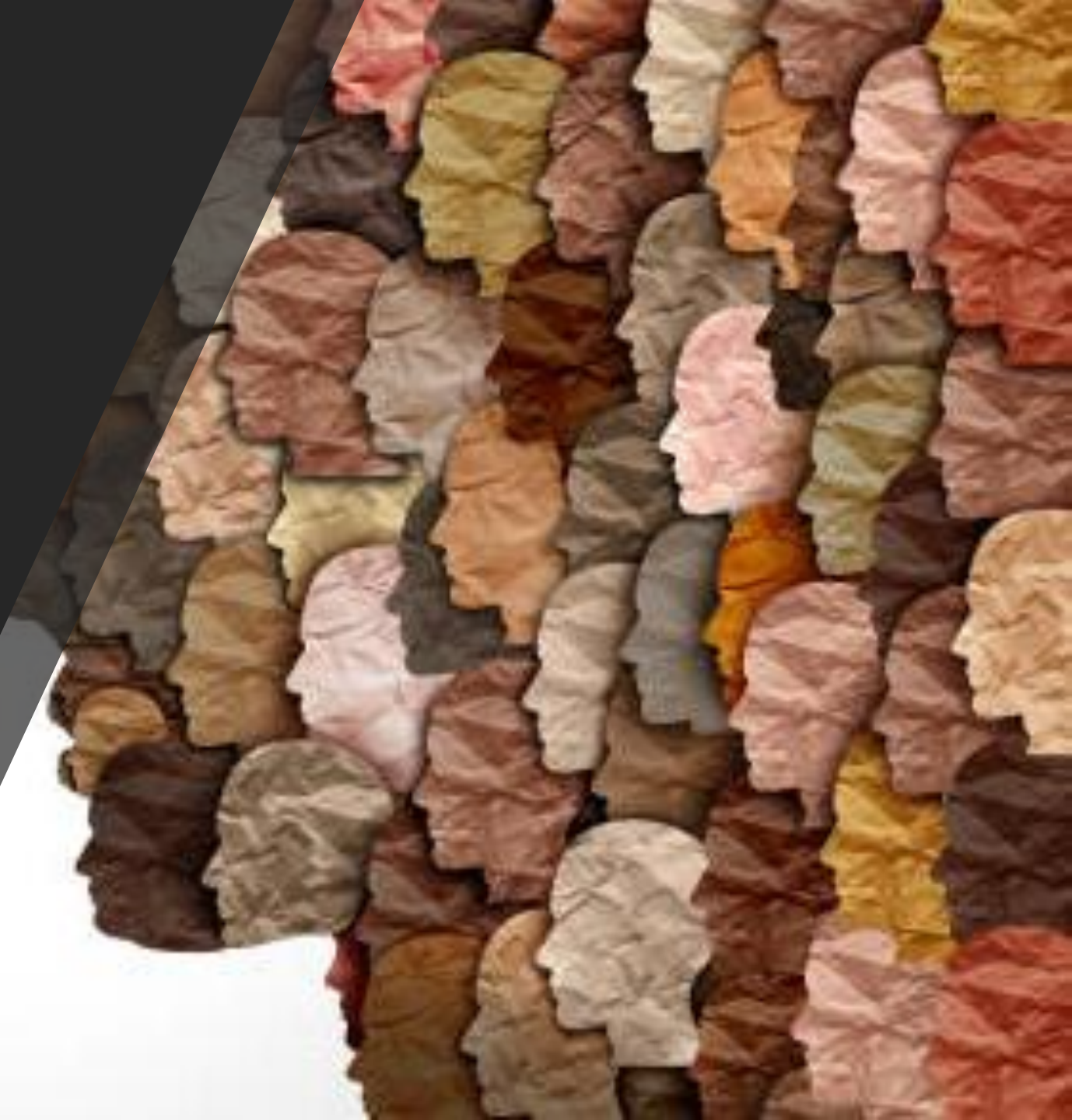
GlobalFest is a not-for-profit community development agency dedicated to celebrating, showcasing and promoting Calgary's ethno-cultural diversity and artistic excellence. We enrich the lives of our citizens and strengthen our community, while enhancing Alberta's reputation as an international destination.

GlobalFest facilitates discussions around racism, discrimination, oppression and justice through forums and educational programming with the intention of building a more inclusive society.

For 20 years GlobalFest has been a leader in:

- Hosting events and providing programming to educate our audiences about racism, discrimination, oppression and diversity.
- Encouraging respect and mutual understanding of the individuals and pre-existing and emerging cultural traditions in Calgary.
- Giving ethno-cultural groups a platform to showcase their unique arts, culture, heritage and traditions.
- Being accessible to all socioeconomic groups.

Sponsoring GlobalFest provides a built in key pillar in your Environmental Social Governance marketing plan.





# What is ESG Marketing?

ESG Marketing is the practice of centering marketing efforts in promoting your business values and sustainability strategies, adding personality to your business which increases loyalty from customers and employees.

Strong environmental, social and governance scores lend to building credibility for your business, creates a solid brand and adds value to your business.





Being environmentally and socially conscious is the responsibility of all people, and including these values in your business is not only the right thing to do but it also makes good business sense:

- Investors take ESG scores into account when making decisions
- Employee morale increases when companies invest in their values
- Customers are more apt to support businesses that show corporate social responsibility







## Massive changes and social shifts

The past year has been marked by unrest and tragedy. From racial injustice and climate change to pandemic deaths and the loss of jobs. People have become more sensitive about what they buy and who they buy from.

Fifty-four percent of consumers are more likely to be loyal to a brand or store that shares its efforts to be environmentally responsible or has sustainable and ethical business practices. And this figure is highest among millennials, parents, and millennial parents, with 72% saying so.

- Vericast 2021 Consumer Intel Report (USA)

# GlobalFest Programs

**Elliston Park** – GlobalFest hosts Calgarians and visitors on the shores of Elliston Park lake in an iconic celebration of diversity through cultural heritage displays, multicultural performances and cuisine with the OneWorld Festival. Each evening is capped off with a brilliant display of international pyromusical artistry in the International Fireworks Festival.

**Education** – Using contemporary artistic expression, GlobalFest provides meaningful youth outreach through in-school and out-of-school programs including MySummerJourneyYYC, a summer camp for immigrant and refugee youth. GlobalFest also present arts-infused literacy programming addressing issues of racism, discrimination and the development of a personal sense of voice for these youth.

**Community/Environment/Culture** –Through the year, GlobalFest conducts a variety of programs that include initiatives of environmental stewardship, reducing our carbon footprint and community dialogue addressing issues of racism and discrimination to heighten ethnocultural awareness and inclusion.





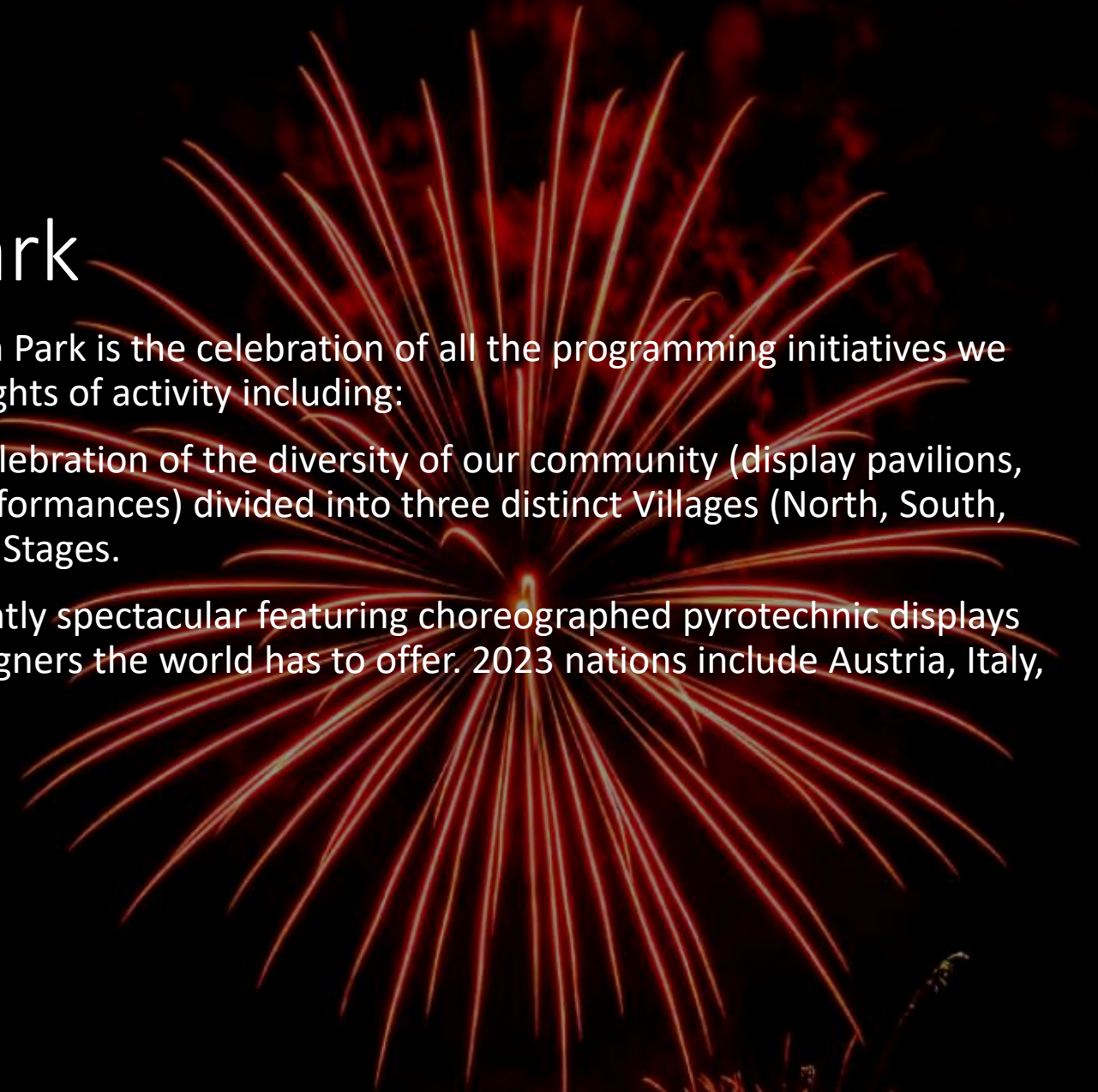
# GlobalFest Programs

## GlobalFest @ Elliston Park

The capstone event of the year, GlobalFest @Elliston Park is the celebration of all the programming initiatives we have produced over the year in a celebratory five nights of activity including:

**OneWorld Festival presented by TD** – a celebration of the diversity of our community (display pavilions, international cuisine and multicultural performances) divided into three distinct Villages (North, South, Children's), Passport Pursuit, Performance Stages.

**International Fireworks Festival** – our nightly spectacular featuring choreographed pyrotechnic displays over the lake by the best pyromusical designers the world has to offer. 2023 nations include Austria, Italy, Portugal Spain and Canada.

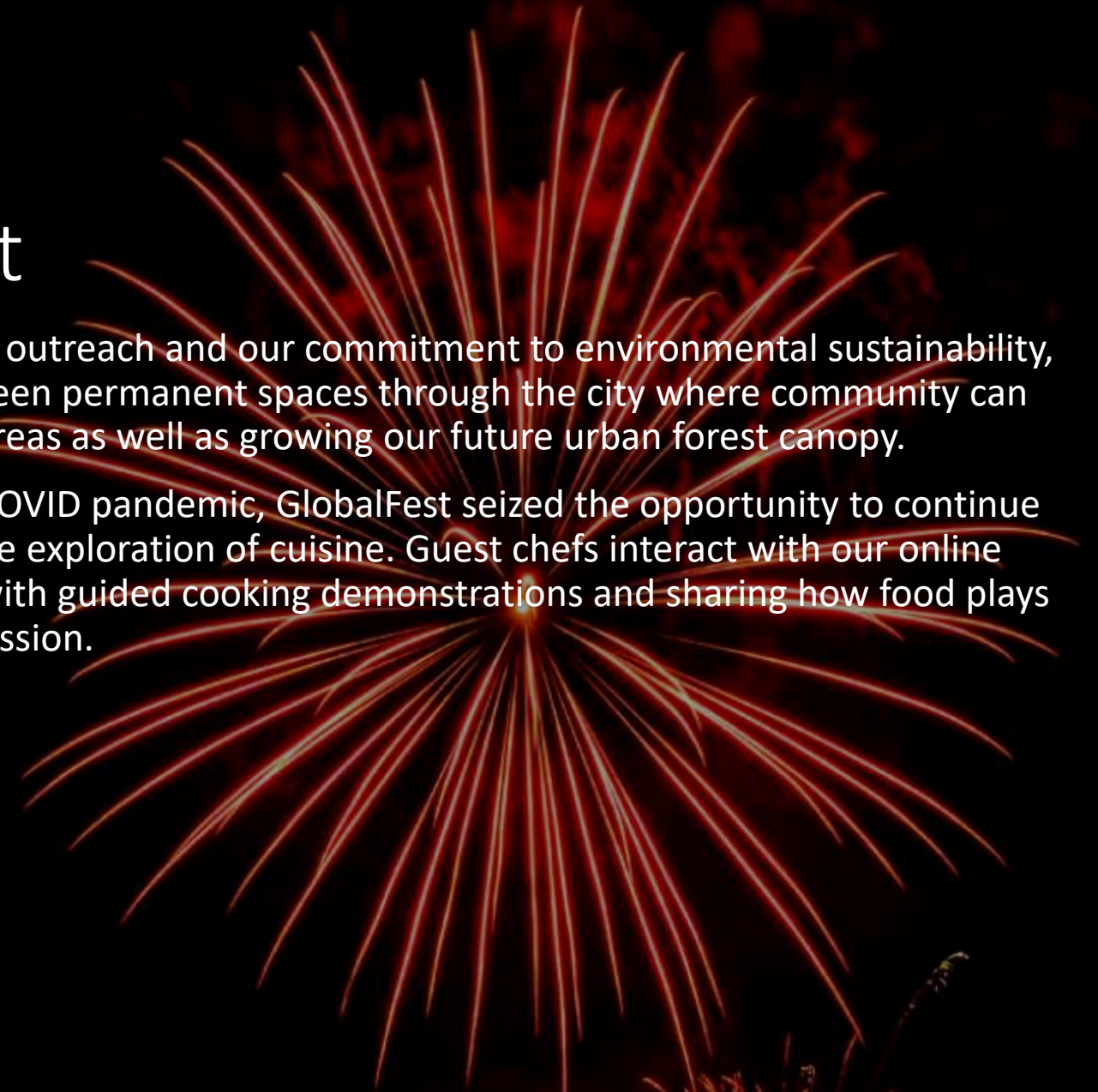


# GlobalFest Programs

## GlobalFest Reaching Out

**GlobalFest Groves** – as part of community outreach and our commitment to environmental sustainability, GlobalFest is committed to establishing green permanent spaces through the city where community can gather, having performance and viewing areas as well as growing our future urban forest canopy.

**GlobalFest Flavours** – in response to the COVID pandemic, GlobalFest seized the opportunity to continue our multicultural programming through the exploration of cuisine. Guest chefs interact with our online audiences by delving into cultural foods, with guided cooking demonstrations and sharing how food plays a role within their own multicultural expression.





# GlobalFest Programs

## GlobalFest Reaching Out

**MySummerJourneyYYC** – piloted in 2019, it re-emerged in 2021, bringing up to 25 recent immigrant and refugee youth together for an intense learning, exploring and creating time over 4 weeks. The program was designed to guide their journey to developing themselves, their environment, their voice and their place in community. This is a program offered at no cost to the participant families.

**Youth Leaders of Tomorrow** – from the very first year of the festival, 2003, GlobalFest made a commitment to providing meaningful paid summer work placement, mentorship and employment opportunities for post-secondary youth to explore their career aspirations with the context of non-profit, festival organisation and event management.

**GlobalFest Human Rights Forum** – for over 10 years GlobalFest has hosted annual events exploring issues of racism and discrimination, expanding its programming in diversity by bringing keynote and panelist presenters to explore challenges within our community through the lens of advancing practical solutions. Our goal going forward is to expand the forum by adding morning and lunch hour sessions *Continuing the Dialogue*, where the community gather to delve into topics that resonated with Forum audience members.



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THE FIRST STEP CORPORATE  
LEADERS CAN TAKE TO PREPARE FOR  
THE SHIFT IN FOCUS IS TO  
RECOGNIZE THE FORCES DRIVING IT

”

ROBERT G. ECCLES