

Dr. Norman Finkelstein

Gaza: Gravediggers

AN IMPACTFUL EVENING FOR **GAZA**



Guest Speaker
Arwa Shurab



CEO of Penny Appeal
Fawad Kalsi



Guest Speaker
Dr. Farhan Chak



EMCEE
Mark Strong

CALGARY

JULY 10TH

EDMONTON

JULY 11TH

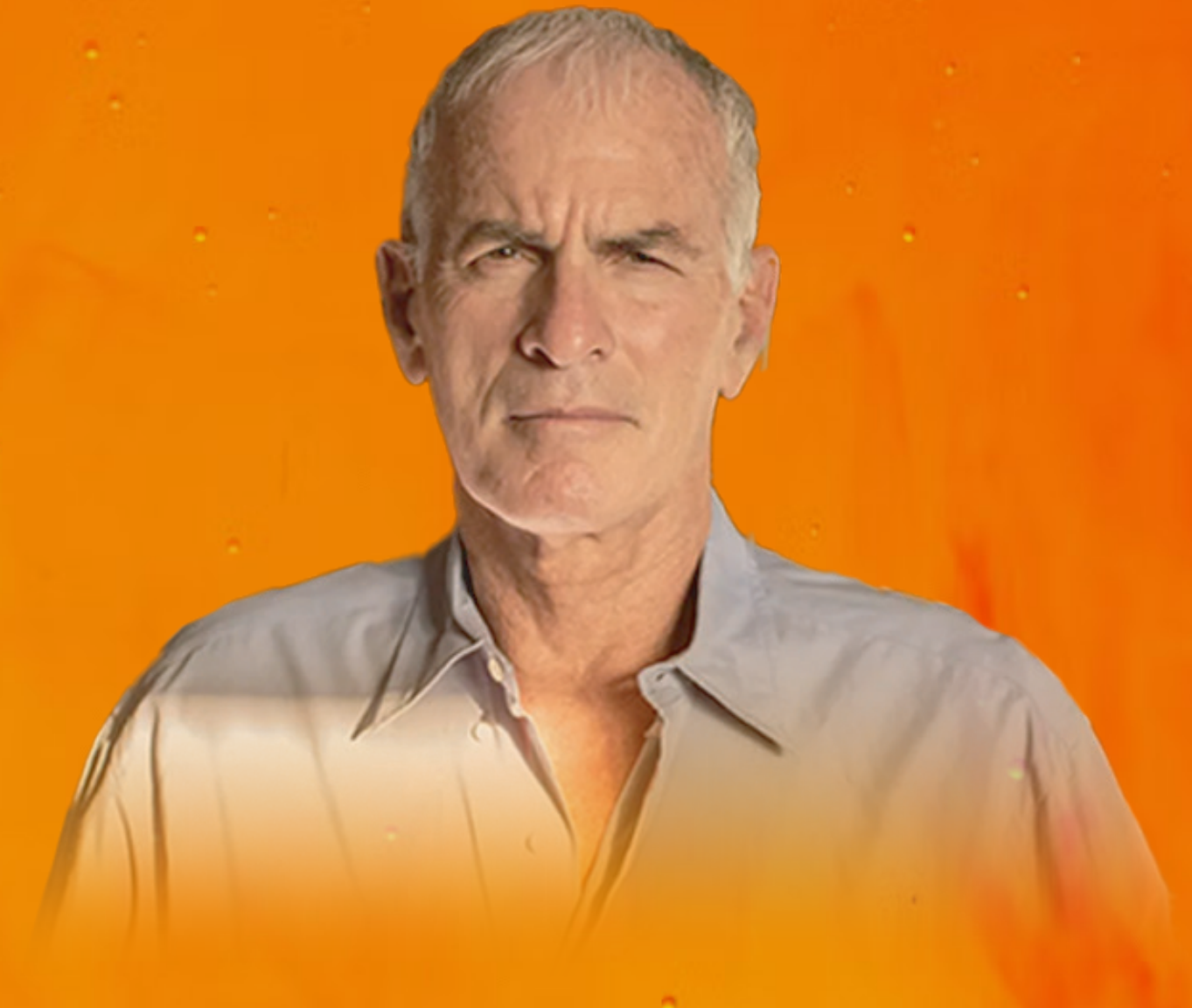
VANCOUVER

JULY 12TH

SPONSORSHIP PACKAGE

Penny Appeal Canada presents a timely evening of critical dialogue, public discourse, and humanitarian awareness featuring internationally renowned political scholar Dr. Norman Finkelstein. He will be joined by Dr. Farhan Chak and Mark Strong.

More than a lecture or discussion, this event creates space for meaningful conversation around media narratives, global responsibility, public policy, and the human impact of ongoing conflict and displacement.



THE MAIN EVENT

NORMAN FINKELSTEIN

Through decades of scholarship and political analysis, Dr. Finkelstein examines issues of power, accountability, humanitarian crisis, and international response, offering perspectives that continue to shape global conversations across academic, media, and advocacy spaces. Presented as both an educational and fundraising initiative, proceeds from the evening will support humanitarian relief and aid efforts for vulnerable communities affected by crisis and displacement.



FARHAN CHAK

President of Veritas Leadership Consultancy and Sessional Instructor at MacEwan University, the University of Alberta and Concordia University of Edmonton with expertise in Islam and politics, peace and conflict studies, leadership, and post-colonialism. A regular opinion writer to international publications including Al Jazeera, Daily Sabah, TRT World and Middle East Eye, and author of Nuclear Flashpoint: The War Over Kashmir. He has also worked with the United Nations, the Canadian Parliament, and Qatar University.



MARK STRONG – MEDIA TALENT

Radio host, voice over talent, and best known for being the In-Arena Host for the Toronto Raptors. He is also Penny Appeal's Community Engagement Manager, dedicated to supporting those in need around the world.



FEATURED SPEAKERS

AUDIENCE

- 1000+ expected attendees across the Canada
- Young professionals, founders and entrepreneurs
- Exclusive access to a high-value Muslim and politically conscious demographic

LOCATION

- Calgary, Edmonton, Vancouver
- High-visibility and premium venues

SOCIAL REACH

- Social media campaigns
- Email database (Penny Appeal Canada)

STATS

- 46.1K social media reach
- 47K+ email subscribers
- 15K+ text subscribers
- 950K+ combined IG speaker audience & Penny Appeal Canada

Sponsorship offers organizations and brands the opportunity to align with a high-impact cultural and educational gathering focused on advocacy, awareness, civic engagement, and humanitarian impact, while gaining visibility among a diverse and socially conscious audience.

ALIGN WITH IMPACT

Presented by Penny Appeal Canada, this event supports humanitarian relief efforts including food security, medical aid, and emergency response initiatives for vulnerable communities affected by crisis and displacement.

By sponsoring, your support demonstrates:

- Commitment to humanitarian impact and social responsibility
- Alignment with credible voices in education and advocacy
- Meaningful engagement with a diverse and highly engaged audience

MEANINGFUL BRAND VISIBILITY

Sponsors receive integrated exposure through:

- Social media, email, and promotional campaigns
- On-site recognition and screen visibility
- Post-event digital recap and content distribution

A unique opportunity to align your brand with dialogue, education, and community impact.

WHY SPONSOR THIS EVENT?

National Tour Partner: \$25,000

(1 AVAILABLE)

Category Exclusivity (be the exclusive sponsor of your sector and ensuring unmatched visibility)



12 VIP tickets per city



12 private meet & greet passes per city



Custom co-branded meet & greet backdrop



Large booth/table at each venue



Logo on all digital promotional material and posters



3 exclusive social media posts



Dedicated email feature



Dedicated verbal recognition during event



Included in post-event recap



Primary logo placement (ALL assets)



2 minute video feature



2 minute speaking opportunity



Community Impact Partner: \$8,000

(2 AVAILABLE)

8 VIP tickets for one city



8 private meet & greet passes for one city



Standard sized booth/table at one venue



Logo on digital promotional material and venue screens



2 exclusive social media post features



On stage verbal recognition during event



1 minute video feature



Included in post-event recap



Included in thank you email



Sponsor nationally for an additional \$2,000. All perks will be applied to each city!

Advocacy Partner: \$4,000

6 VIP tickets for one city

Standard sized booth/table at one venue

Logo on digital promotional material and venue screens

Social media feature

On stage group verbal recognition during event

Included in post-event recap



Sponsor nationally for an additional \$3,000. All perks will be applied to each city!

Community Supporter: \$1,500

2 VIP tickets for one city

Name and logo on venue screens

Social media feature

On stage group verbal recognition during event

Included in post-event recap



Sponsor nationally for an additional \$2,500. All perks will be applied to each city!

Content & Media Partner: \$5,000

Logo on all recorded videos (panel clips, highlights)

Social media recognition in caption/posts

Co-branding on recap video

Potential tag in all content shared post-event



Ideal for: videographers, content creator

Sponsor nationally for an additional \$2,000. All perks will be applied to each city!

ADD-ON OPPORTUNITIES: CUSTOM SPONSORSHIPS

Networking Reception Sponsor: \$6,000

Co-branding in the reception area (signage, napkins, etc.)

Social media recognition in caption/posts

Verbal recognition during networking segment

Opportunity to interact directly with VIP guests



Ideal for: real estate agents, law firms, service firms / providers

Sponsor nationally, for an additional \$2,000. All perks will be applied to EACH city!

ADD-ON OPPORTUNITIES: CUSTOM SPONSORSHIPS

BECOME A PARTNER IN IMPACT

Join us in delivering a meaningful, high-impact event while connecting your brand to a powerful audience.

CONTACT

ZUBAIR ABID

info@pennyappeal.ca & zubair.abid@pennyappeal.ca

(778) 388-6764

Limited sponsorship opportunities available

CONTACT US