



SITTI
[si'-TEE]

Read Between the Lines

Narratives, Power, and Resistance



Panelist
Dr. Myriam François



Panelist
Aaron Maté



Panelist
**Dr. Sabreena
Ghaffar-Siddiqui**



CEO, Penny Appeal Canada
Fawad Kalsi



Panelist
Abby Martin

JUNE 20TH, 2026

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SPONSORSHIP PACKAGE



Penny Appeal Canada presents a powerful evening bringing together leading voices in journalism, academia, and activism.

This is more than a panel, it's a space for dialogue, perspective, and impact.

Featuring a highly anticipated book launch by Dr. Sabreena Ghaffar-Siddiqui alongside an exciting and thought-provoking panel discussion.

DEI UNDONE (2026)

The Rise, Fall and Rebirth of Diversity, Equity and Inclusion

DEI: Undone explores how diversity, equity, and inclusion evolved from grassroots justice movements into institutional and corporate frameworks often criticized for performative allyship and limited systemic change. Through cultural analysis and real-world examples, the book examines power, advocacy, identity, and the challenges of speaking out on issues such as Palestine in today's social and political climate.

By Dr. Sabreena Ghaffar-Siddiqui and Dr. Ardavan Eizadirad

BOOK LAUNCH & PANEL DISCUSSION



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DR. SABREENA GHAFFAR SIDDIQUI – Author, Researcher (60K IG)

Author of DEI: Undone, educator, and advocate whose work examines identity, advocacy, institutional accountability, and the social consequences of political expression.



ABBY MARTIN – Journalist & Activist (371K IG)

Award-winning journalist, filmmaker, and activist known for her reporting on war, media narratives, and global power structures, including her documentary work on Palestine.



AARON MATÉ – Journalist (115K IG)

Independent journalist and commentator recognized for his investigative reporting and analysis on international conflict, media, and foreign policy.



DR. MYRIAM FRANÇOIS – Political Commentator (369K IG)

British journalist, filmmaker, and academic whose work focuses on media representation, identity, race, and political discourse in the West.



MARK STRONG – Media Talent (15.7K IG)

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

- 350+ expected attendees across the GTA
- Young professionals, founders and entrepreneurs
- Academics, creatives, and community leaders
- Highly engaged Muslim & allied audiences

LOCATION

- Downtown Toronto
- Yonge & Bloor (high-traffic & central)
- High-visibility and premium venue

SOCIAL REACH

- Social media campaigns
- Email database (Penny Appeal Canada)
- Influencer amplification
- Speaker's networks

STATS

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



STRENGTHEN BRAND CREDIBILITY

Align your brand with:

- Credible voices in journalism and academia
- A respected humanitarian organization
- Community leaders and engaged advocates
- Professionals, founders, and decision-makers who actively support and amplify brands they trust

Your brand will demonstrate leadership in:

- Social responsibility
- Inclusion and equity
- Community engagement

HIGH IMPACT & MEANINGFUL VISIBILITY

Your brand is woven into the full event experience:

- Pre-event promotion (email, social, ticketing platforms)
- On-site presence (screen visibility, acknowledgments, materials)
- Post-event exposure (recap content, digital distribution)

WHY SPONSOR THIS EVENT?



BE PART OF A DEFINING CONVERSATION

This event brings together leading and world renowned voices in journalism, academia, and advocacy to explore themes of equity, power, and global responsibility, anchored by Dr. Sabreena Ghaffar-Siddiqui's book DEI Undone.

Your brand is placed within a relevant, high-impact conversation shaping today's cultural and social landscape.

ALIGN WITH LEADERSHIP & IMPACT

Through Penny Appeal Canada, funds raised will support humanitarian programs including food security, medical aid, and emergency relief.

BY SPONSORING, YOU ARE:



**Read World
Impact**

Supporting real-world
impact beyond the event



**Credible
Voices**

Standing alongside
credible voices in
advocacy and education



**Equity &
Inclusion**

Demonstrating a commitment
to equity, inclusion, and global
awareness

WHY SPONSOR THIS EVENT?



GOLD SPONSOR – \$20,000 (1 AVAILABLE)

Category Exclusivity

12 VIP tickets

Private meet & greet

Networking reception access

Primary logo placement (ALL assets)

2 min video feature

2 min speaking opportunity

Email feature

3x social posts

Included in post-event recap



SPONSORSHIP TIERS



SILVER SPONSOR – \$15,000 (2 AVAILABLE)

8 VIP tickets & meet & greet

1 min video feature

Premium booth

Logo on all materials

Verbal recognition

2x social posts



SPONSORSHIP TIERS



COMMUNITY PARTNER – \$7,500

(4 AVAILABLE)

6 VIP tickets



Booth/table



Logo on screen & printed material



Social mention & tag



SUPPORTING PARTNER – \$3,500

(4 AVAILABLE)

2 VIP tickets



Logo on screen



Name in program



Group acknowledgment



SPONSORSHIP TIERS



CONTENT SPONSOR – \$5,000

Logo on all recorded videos (panel clips, highlights)

Mention in captions/posts

Branding on recap video

Potential tag in all content shared post-event



NETWORKING RECEPTION SPONSOR – \$7,500

Branding in the reception area (signage, napkins, etc.)

Verbal acknowledgment during that segment

Opportunity to interact directly with VIP guests

Can provide branded materials / experience



SPONSORSHIP TIERS – ADD ON OPPORTUNITIES



BECOME A PARTNER IN IMPACT

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

CONTACT

HASSAN HASSAN

hassan.hassan@pennyappeal.ca

647-284-9776

CONTACT

AMMAR SYED

ammar.syed@pennyappeal.ca

647-916-3786

Limited sponsorship opportunities available

CONTACT US!



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