



ANNUAL MULTICULTURAL HERITAGE DAY 2026

Sponsorship Prospectus

June 13, 2026 | 10:00 AM – 10:00 PM
LeBrun Recreation Centre,
Halifax



Celebrating Diversity • Preserving Heritage • Building Community

ABOUT THE EVENT

Annual Multicultural Heritage Day 2026

It is a flagship event by Sharodia Society.



Music & Dance



Global Food Experience




Cultural Showcases





Art & Community Engagement


More than a celebration, it fosters inclusion, connection, and cultural exchange, creating a meaningful platform for newcomers and communities.


EVENT HIGHLIGHTS


 Multicultural Opening Ceremony

 Cultural Performances


 Youth Engagement Programs


 Non-Profit Showcases


 Cultural Vendor Booths


 Evening Cultural Concert

WHY PARTNER WITH US

 **Brand Visibility**
Reach 500+ diverse attendees + digital audience

 **Community Impact**
Support inclusion & multicultural growth

 **Direct Engagement**
Connect with families, professionals & leaders

 **CSR Alignment**
Show commitment to diversity & community



SPONSORSHIP LEVELS & BENEFITS



Platinum Patron – \$4,500

Premier Recognition Partner | Exclusive Leadership Tier

- Benefits:**
- Premium stage recognition during opening and closing ceremonies
 - Opportunity for on-stage speaking (short address)
 - Year-round promotion on Sharodia Society website & social media platforms
 - Prime banner placement at the venue (high-traffic areas)
 - Top-tier logo placement on all event posters, banners, and promotional materials
 - Featured as a “Lead Sponsor” in digital promotions
 - Priority brand mention in media and community outreach (where applicable)

Gold Champion – \$3,500

Major Event Partner | High Visibility Tier

- Benefits:**
- Stage recognition during the event
 - Year-round website recognition + social media features (pre & post event)
 - Prominent banner display at the venue
 - Logo inclusion in major promotional materials
 - Recognition as a Gold Sponsor across digital channels

Premier Partner – \$2,500

Community Engagement Partner

- Stage recognition
- Prominent banner display at the venue
- Logo inclusion in event promotional materials (digital)
- Social media acknowledgment

Elite Benefactor – \$1,500

Cultural Support Partner

- Prominent banner display at the venue
- Digital banner display at venue screens
- Social media recognition (pre-event feature)
- Website acknowledgment
- Verbal acknowledgment during select segments

Heritage Champion – \$1,000

Tradition & Culture Supporter

- Prominent banner display at the venue
- Digital banner display at venue screens
- Social media recognition
- Recognition in event program guide
- Website acknowledgment

Harmony Friend – \$500

Community Unity Supporter

- Digital banner display at venue screens
- Recognition in event program
- Website acknowledgment
- Social media recognition

Pillar Patron – \$300

Foundation Supporter

- Digital banner display at venue screens
- Website & Social Media acknowledgment

Community Supporter – \$100

Grassroots Contributor

- Name recognition in event website
- Social media recognition

Customization Options

We understand that every organization has unique goals. Custom sponsorship packages can be created to align with your brand, marketing objectives, and community engagement priorities.



GET INVOLVED & CONTACT US



Get Involved

Become a valued partner in making Multicultural Heritage Day 2026 a signature celebration of culture, community, and connection in Nova Scotia. By joining us, your organization will not only support a flagship community event but also demonstrate leadership in promoting diversity, inclusion, and civic engagement.

Contact Us

For partnership inquiries or to confirm your sponsorship level, please reach out to us:

Email: heritageday@sharodiasociety.org

Convenors

- Indranil Dutta: indranil.dutta@gmail.com
- Manali Dutta: mdutta_ca@yahoo.com

Co-Convenors

- Shreya Mondal: shreya.hmct@gmail.com
- Neel Chatterjee: neelchat91@gmail.com

Payment Information

Sponsorship contributions can be made through the following methods:

E-Transfer (Preferred): heritageday@sharodiasociety.org

Please include your organization name and sponsorship level in the message for reference.

Cheque: Payable to: Sharodia Society

Please contact us via email to arrange cheque drop-off or mailing details.

Cash: Cash payments can be arranged directly with the event convenors.

Please reach out in advance to coordinate.

Tax Receipt / Invoices

A tax receipt / acknowledgment will be issued upon request, in accordance with applicable regulations. Please provide your organization's legal name and contact details to ensure accurate documentation.

Important Notes for Sponsors

- All banners must be supplied by sponsors
- Digital logos for promotional materials must be submitted by May 30, 2026

