

METRO TORONTO CONVENTION CENTRE

May 31st-June 2nd, 2020



LIBERATION75

Global Gathering of Holocaust Survivors,
Descendants, Educators and Friends

LETTER FROM THE FOUNDER

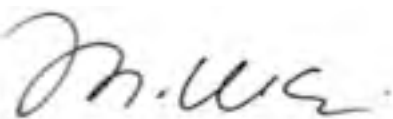
In April 1983, the American Gathering of Holocaust Survivors and Descendants hosted more than 20,000 attendees in Washington, D.C. In April 1985, the Canadian Gathering of Holocaust Survivors and Descendants hosted 5,000 attendees in Ottawa. Both events were modeled after a similar event, held in Israel in 1981, which hosted 15,000 attendees. Since then, these events have not been repeated.

I attended the Canadian Gathering with my late father, a Hungarian Holocaust Survivor. The event was a turning point for me - an opportunity to identify as a "descendant," and meet other children of survivors with shared experiences. More importantly, the Gathering instilled in me a life-long commitment to Holocaust remembrance and education.

It has since been my dream to mobilize another Global Gathering, to inspire others to continue this important work into the future. Now, as we lose our cherished survivors, the need is greater than ever.

Please join me in making this once-in-a-lifetime event a reality. 75 years in 2020 is the right time.

Signed,



Marilyn Sinclair, Founder

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WHAT IS LIBERATION75?

Liberation75: Global Gathering of Holocaust Survivors, Descendants, Educators and Friends, is a not-for-profit event dedicated to commemorating and celebrating the 75th anniversary of liberation from the Holocaust. It will be held on May 31-June 2, 2020, in Toronto, Canada. We anticipate approximately 3,500 attendees from around the world plus 7,500 students and 600 teachers.

We are at a crucial point in history as we experience the steady loss of our survivor witnesses, a digital world where information is shared quickly (though often inaccurately), a significant rise in antisemitism and anti-Israel sentiments, and a surge of interest in Holocaust testimonies, lessons, imagery, remembrance and education.

Liberation75 will focus on remembering the victims, honouring the survivors, showcasing the future of Holocaust education, reflecting on antisemitism in the world, celebrating the role of the liberators, educating students and teachers, and committing to protect freedom, diversity, human rights and inclusion. It will also be the largest “descendants” conference in 35 years.

As Elie Wiesel said: *“Only in remembering what happened to us, can the world assure that it will not happen to others.”*

AREAS OF FOCUS

- Remembering the victims
- Honouring the survivors
- Showcasing the future of Holocaust education
- Inspiring descendants
- Enlightening teachers and students
- Celebrating the liberators
- Committing to the protection of freedom, diversity, and human rights

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THE OBJECTIVE: To maintain the Holocaust's relevance for future generations.



MOTIVATE

- To motivate 7,500 students and hundreds of teachers to continue **exploring the lessons of the Holocaust** in a world without survivor witnesses so they can **use this education to fight antisemitism**
- To organize a citywide event, where various organizations host Liberation75 attendees in a special evening of “dine-around” dinners and programming

CELEBRATE

- To create a not-for-profit event to **celebrate the 75th anniversary of liberation** from the Holocaust

EDUCATE

- To bring together approximately 3,500 attendees, including 2nd generation, 3rd generation, educators and students – **to learn, discuss, commemorate, and commit to human rights**
- To invite major cultural institutions across Toronto to feature Holocaust and liberation-related programming
- To showcase the best practices in Holocaust education and remembrance from around the world
- To allow 7,500 students and general attendees to interact with Holocaust survivors for perhaps the last time

INSPIRE

- To **engage and embolden descendants** (children and grandchildren of survivors) to unite, share their experiences, and learn about the Holocaust
- To pass descendants **the torch of remembrance** and inspire them to carry their parents' and grandparents' **stories into the future**
- To allow remaining **survivors to tell their stories to others**, participate in Holocaust-related activities and **inspire the next generation**

HONOUR

- To recognize and celebrate the role of World War II liberators
- To honour Holocaust survivors at our Opening by committing to telling their stories into the future

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WHY TORONTO

The Greater Toronto Area boasts a population of 6.4 million people, and affords the most favourable aspects of a major international city, without the typical disadvantages. Ranked as one of the safest cities in the world, Toronto is a major global hub, receiving over 400,000 flights (non-stop from 180 worldwide destinations), and more than 38 million visitors each year. Toronto offers endless opportunities for shopping, dining and sightseeing, and, most importantly, is one of the world's most diverse and tolerant cities. The perfect host for Liberation75, Toronto is a multicultural showcase of harmony and coexistence, with over 180 languages and dialects spoken each day.

Canada became home to 40,000 Holocaust survivors, who immigrated to Canada after World War II, making the country the third largest refuge for survivors in the world. Toronto has a proud, community-minded and highly engaged Jewish community.

FEATURE EVENTS

- Opening event to honour Holocaust survivors
- Specialized stream for children of Holocaust survivors
- Specialized programming for grandchildren of Holocaust survivors
- Education Day for students and teachers
- Community Dine-Around
- Artifacts Road Show
- Workshops
- Survivor testimonies
- Keynote speakers
- Cultural representations
- Non-stop films
- Exhibits
- International Tracing Service

WHY SPONSOR?

By sponsoring Liberation75, you believe in the power of bringing together individuals and organizations to mark this significant point in time, and preserve the memory of the Holocaust to ensure that it is not forgotten.

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SPONSORSHIP OPPORTUNITIES

Liberation75 Lead Sponsor

\$300,000

As **Liberation75 Lead Sponsor**, you will demonstrate your commitment to preserving the memory of the Holocaust, passing the torch of memory to subsequent generations and educating students and teachers.

Opening Sponsor

\$200,000

As **Opening Sponsor**, you will fund the opening event - "I Will Tell Your Story" - to honour Holocaust survivors. This theme is a positive commitment to survivors to continue to tell their stories when they are no longer able.

Education Sponsorships

Education Sponsor for Students

\$100,000

As **Education Sponsor for Students**, you will fund 7,500 students to attend a full day of educational events, conducted by 16 best-practice Holocaust organizations from around the world for the first time.

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SPONSORSHIP OPPORTUNITIES *continued*

Education Sponsor for Friends

\$100,000

As **Education Sponsor for Friends**, you will fund programming for thousands of guests from around the world.

Antisemitism: Yesterday and Today Sponsor

\$100,000

As **Antisemitism: Yesterday and Today Sponsor**, you will fund a designated stream of content focused on antisemitism throughout Jewish history and its impact on Jewish people today.

Passing the Torch Sponsorships

Passing the Torch: The 2nd Generation

\$100,000

As **Passing the Torch: The 2nd Generation Sponsor**, you will fund a designated stream of content designed specifically for children of survivors (2Gs).

Passing the Torch: The 3rd Generation

\$100,000

As **Passing the Torch: The 3rd Generation Sponsor**, you will fund content designed specifically for grandchildren of survivors (3Gs).

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SPONSORSHIP OPPORTUNITIES *continued*

Film and Culture Sponsor

\$100,000

As **Film and Culture Sponsor**, you will fund the ongoing presentation of Holocaust-related films at the onsite theatre (seating 1,250) for the entire event, as well as other musical and media performances.

Corporate Partner Sponsor

\$100,000

As **Corporate Partner Sponsor**, your sponsorship will demonstrate your commitment to ensuring that the lessons of the Holocaust will not be forgotten, and showcase your corporation's commitment towards advancing a civil, diverse, and accepting world.

Holocaust Survivor Travel and Hospitality Sponsor

\$100,000

As **Holocaust Survivor Travel and Hospitality Sponsor**, you will fund attendance for low-income Holocaust survivors, including travel and accommodation costs.

Professional Development Sponsor

\$75,000

As Professional Development Sponsor, you will fund compelling teacher training for hundreds of teachers across Ontario and Canada.

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SPONSORSHIP OPPORTUNITIES

Continuing Education Sponsor

\$50,000

As Continuing Education Sponsor, you will fund Holocaust education bursaries.

Breakfast Plenary Presentation Sponsor *(2 Available)*

\$50,000

As **Breakfast Plenary Presentation Sponsor**, you will fund a breakfast plenary for all Liberation75 attendees (3,000+ people).

Luncheon Plenary Presentation Sponsor *(2 Available)*

\$50,000

As **Luncheon Plenary Presentation Sponsor**, you will fund a lunch plenary for all Liberation75 attendees (3,000+ people).

Travel Sponsor

\$50,000

As **Travel Sponsor**, you will fund transportation for eligible tourist attendees.

Accommodation Sponsor

\$25,000

As **Accommodation Sponsor**, you will fund accommodation for eligible attendees.

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SPONSORSHIP OPPORTUNITIES *continued*

Keepsake Sponsor

\$25,000

As the **Keepsake Sponsor**, you will collaborate with Liberation75 to create a keepsake memorabilia that will be distributed to all attendees and have maximum shelf life.

Entertainment Sponsor *(2 Available)*

\$25,000

As **Entertainment Sponsor**, you will fund performances throughout the conference.

Beverage Sponsor

\$25,000

As **Beverage Sponsor**, you will fund the catering of drinks throughout the conference.

WiFi Sponsor

\$20,000

As **WiFi Sponsor**, you will provide wireless internet access to Liberation75's attendees. This is especially valuable to our educators and students.

Audio Visual Sponsor

\$15,000

As **Audio Visual Sponsor**, you will fund the rental, preparation, execution, and troubleshooting of Audio Visual equipment including lighting systems, screens, speakers, microphones, projectors, and more.

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SPONSORSHIP OPPORTUNITIES *continued*

Dine-Around Transportation Sponsor

\$15,000

As **Dine-Around Transportation Sponsor**, you will fund transportation between the Metro Toronto Convention Centre and various Community Dine-Around locations.

Social Media and App Sponsor

\$10,000

As **Social Media and App Sponsor**, you will fund online platforms for attendees to share content, meet and collaborate, discuss ideas, and distribute information.

Workshop Sponsor *(24 Available)*

\$10,000

As **Workshop Sponsor**, you will fund a specific program and/or workshop.

Charging Station Sponsor

\$10,000

As **Charging Station Sponsor**, you will help our attendees stay connected by providing onsite mobile charging stations.

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SPONSORSHIP OPPORTUNITIES *continued*

Survivor Support Sponsor

\$5,000

As **Survivor Support Sponsor**, you will help us provide the best experience for Survivor attendees, including providing safe and reliable local transportation.

Student Snack & Gift Sponsor

\$5,000

As **Student Snack & Gift Sponsor**, you will provide snacks, rewards and prizes for students throughout the conference.

Memory Keepers Supporter

Contribute to the success of Liberation75 by providing a donation under \$5,000. All contributions are greatly appreciated and will receive a charitable tax receipt.



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SPONSORSHIP OPPORTUNITIES *continued*

	LIBERATION75 LEAD SPONSOR	OPENING SPONSOR	EDUCATION SPONSOR FOR STUDENTS	ANTISEMITISM SPONSOR	PASSING THE TORCH SPONSOR
Greatest visibility throughout the event	✓				
Recognition prior to and throughout the event, including corporate signage at the event and on all participant materials	✓	✓	✓	✓	✓
Logo exposure in all pre-event, onsite and post-event conference materials	✓	✓	✓	✓	✓
Video interview for marketing to highlight your contributions	✓				
Opportunity to address the audience	Opportunity to address the audience at all events	Opportunity to address the audience on Opening	Opportunity to address the audience	Opportunity to address the audience at breakfast and lunch	Opportunity to address the audience at Descendant audience
Specifically designed programs	1 Program designed specifically for you			1 Program designed specifically for you	1 Program designed specifically for you
Complimentary passes to the entire conference	15 Passes	10 Passes	5 Passes	5 Passes	5 Passes
Complimentary tickets to an intimate, pre-gala VIP reception	10 Tickets	8 Tickets	4 Tickets	4 Tickets	4 Tickets



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SPONSORSHIP OPPORTUNITIES *continued*

	FILM AND CULTURE SPONSOR	CORPORATE PARTNER SPONSOR	TRAVEL & HOSPITALITY SPONSOR	EXHIBIT HALL SPONSOR
Greatest visibility throughout the event				
Recognition prior to and throughout the event, including corporate signage at the event and on all participant materials	✓	✓	✓	✓
Logo exposure in all pre-event, onsite and post-event conference materials	✓	✓	✓	✓
Video interview for marketing to highlight your contributions				
Opportunity to address the audience	Opportunity to address the audience at the art and culture program	Opportunity to address the audience at Opening and Closing events		
Specifically designed programs	1 Program designed specifically for you			
Complimentary passes to the entire conference	5 Passes	5 Passes	5 Passes	5 Passes
Complimentary tickets to an intimate, pre-gala VIP reception	4 Tickets	4 Tickets	4 Tickets	4 Tickets



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SPONSORSHIP OPPORTUNITIES *continued*

	PROFESSIONAL DEVELOPMENT SPONSOR	CONTINUING EDUCATION SPONSOR	BREAKFAST PLENARY PRESENTATION SPONSOR	LUNCHEON PLENARY PRESENTATION SPONSOR	TRAVEL SPONSOR
Recognition prior to and throughout the event, including corporate signage at the event and on all participant materials	✓	✓	✓	✓	✓
Logo exposure in all conference materials and pre-event, onsite and post-event	✓	✓	✓	✓	✓
Opportunity to address the audience	Opportunity to introduce/thank plenary presenter	Opportunity to introduce/thank plenary presenter	Opportunity to introduce/thank plenary presenter	Opportunity to introduce/thank plenary presenter	Opportunity to introduce/thank plenary presenter
Opportunity to provide a giveaway or promotional material at each place setting in advance of the plenary presentation	✓	✓	✓	✓	✓
Limited number of complimentary passes to the full conference	4 Passes	3 Passes	3 Passes	3 Passes	3 Passes
Complimentary tickets at an intimate, pre-gala VIP reception	4 Tickets	3 Tickets	3 Tickets	3 Tickets	3 Tickets



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SPONSORSHIP OPPORTUNITIES *continued*

	ACCOMMODATION SPONSOR	KEEPSAKE SPONSOR	ENTERTAINMENT SPONSOR	BEVERAGE SPONSOR
Recognition prior to and throughout the event, including corporate signage at the event and on all participant materials	✓	✓	✓	✓
Logo exposure in all conference materials and pre-event, onsite and post-event	✓	✓	✓	✓
Opportunity to address the audience	Opportunity to address the audience at the opening gala OR at the opening plenary session, welcoming guests from near and far	Opportunity to address the audience before/after one component of the event	Opportunity to address the audience before/after the entertainment component of the event(s)	Opportunity to address the audience before/after one component of the event where beverages will be served
Opportunity to provide a giveaway or promotional material at each place setting in advance of the plenary presentation				
Limited number of complimentary passes to the full conference	2 Passes	2 Passes	2 Passes	2 Passes
Complimentary tickets at an intimate, pre-gala VIP reception	2 Tickets	2 Tickets	2 Tickets	2 Tickets



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SPONSORSHIP OPPORTUNITIES *continued*

	WiFi SPONSOR	AUDIO VISUAL SPONSOR	DINE-AROUND TRANSPORTATION SPONSOR	SOCIAL MEDIA AND APP SPONSOR
Recognition prior to and throughout the event, including corporate signage at the event and on all participant materials	✓	✓	✓	✓
Logo exposure in all conference materials and pre-event, onsite and post-event	✓	✓	✓	AND on the app, right in the palm of our attendees hands!
Limited number of complimentary passes to the full conference	2 Passes	2 Passes	2 Passes	2 Passes
Complimentary tickets at an intimate, pre-gala VIP reception	2 Tickets	1 Ticket		
Additional Benefits	Logo placed on the WiFi registration page each time attendees log into the venue WiFi (continuous visibility and right in the palm of our attendees hands)			Opportunity to send a "push notification" using the app

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SPONSORSHIP OPPORTUNITIES *continued*

	WORKSHOP SPONSOR	CHARGING STATION SPONSOR	SURVIVOR SUPPORT SPONSOR	STUDENT SNACK & GIFT SPONSOR	MEMORY KEEPERS SUPPORTER
Recognition prior to and throughout the event, including corporate signage at the event and on all participant materials	✓	✓	✓	✓	
Logo exposure in all conference materials and pre-event, onsite and post-event	✓	INCLUDING the ability to display logo on the charging unit	✓	✓	✓
Personal Tribute at Each Workshop	✓				
Opportunity to provide a giveaway or promotional material at each place setting in advance of the plenary presentation	✓				
Limited number of complimentary passes to the full conference	2 Passes	2 Passes	2 Passes	2 Passes	
Complimentary tickets at an intimate, pre-gala VIP reception					

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LIBERATION75 PLANNING COMMITTEE

- Daniel Amar, Executive Director, Montreal Holocaust Museum
- Judy Csillag, Consultant
- Shimon Fogel, CEO, CIJA
- Richelle Budd-Caplan, Director, International Relations and Projects at International School for Holocaust Studies, Yad Vashem
- Michael Newman, Chief Executive, The Association of Jewish Refugees (AJR)
- Eli Rubinstein, Congregation Habonim
- Marilyn Sinclair, Founder, Liberation75
- Dara Solomon, Executive Director, Sarah and Chaim Neuberger Holocaust Education Centre
- Jody Spiegel, Director, Holocaust Survivor Memoirs Program at The Azrieli Foundation
- Dr. Kori Street, Senior Director of Programs and Operations, USC Shoah Foundation - The Institute for Visual History and Education

FOR MORE INFORMATION, PLEASE CONTACT

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Liberation75 is a Canadian charitable organization. Our charitable registration number is 743318313 RR 0001.

We are also able to issue 501(c)(3) donation receipts for donations from the United States.

We thank you for helping us commemorate this important anniversary and honour our Holocaust survivors.



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