



# SAY IT LOUD

## CULTURAL IDENTITY — BLACK PRIDE

*"SAY IT LOUD" will disrupt anti-Black Racism and redefine Black culture in the eyes of the African-Canadian population and of all Canadians."*



**SAY IT LOUD!**

**SAY IT LOUD** is a national initiative funded by the Government of Canada to create a platform for Black Youth aged 14-29 to promote Black Pride and Positive Cultural Identity through technology, entrepreneurship, social innovation, visual and performing arts. The ideas and initiatives submitted by Black youth 14-29 will counter anti-Black stereotypes and champion a progressive perception of themselves across Canada.

Via a national challenge, Black youth in 12 cities coast to coast will compete to have their talents developed through funding and ultimately showcased in Ottawa at the SAY IT LOUD, National Youth Summit in February 2021, the 25th anniversary of Black History Month in Canada. Celebrity judges and Canadians at large will determine Canada's top tier Black youth leaders, innovators and talent who represent the contribution that Black Canadians continue to make in this country.

# WHAT WE DO

## PUBLIC AWARENESS

Say It Loud is a national initiative promoting Black pride and positive cultural identity, through a 13-city and community contest for youth ages 14-29. Categories include technology, entrepreneurship, social innovation, culinary art, performing and visual arts.

## PROMOTE POSITIVE CULTURAL IDENTITY

Say It Loud will counter negative stereotypes associated with Black communities and promote positive cultural identity through a Black youth lens. It will also increase Black pride in youth, enhance their sense of belonging and inclusion and raise awareness among all Canadians about the negative effects of anti-Black racism.

## REDEFINE BLACK CULTURE

Say It Loud will disrupt anti-Black racism and redefine Black culture in the eyes of the African- and Black-Canadian population and of all Canadians.

## NATIONAL BLACK YOUTH SUMMIT

Say It Loud will launch in communities across Canada during Black History Month, February 2020. In each city, a SAY IT LOUD pop-up contest will take place to showcase Black Youth. Celebrity judges and Canadians at large will vote to determine the winner in each region. The winners from each of the 13 cities and communities will present in Ottawa at the 1st Bi-Annual Say It Loud Youth Summit.

The summit will include workshops, live performances, keynote speakers, Black arts exhibition, career fair and tradeshow.





SAY IT LOUD

# BY THE NUMBERS



## 12 Cities + Communities

Say It Loud will take place in the following communities across Canada: Vancouver, Edmonton, Calgary, Winnipeg, Windsor, Hamilton, Peel (Mississauga, Brampton), Toronto (West and East - Etobicoke to Scarborough), Durham (Whitby, Ajax), Ottawa, Montreal and Halifax.



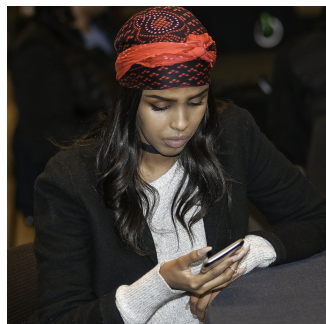
10,000  
Youth



1.5M+  
Impressions  
National Reach



# UPCOMING EVENTS



JAN  
2020

## Resolutions 2020

Black youth across Canada will post their SAY IT LOUD New Year's resolutions as part of the soft launch strategy. Posts will be promoted on the SAY IT LOUD web site and on all relevant social media platforms. #SAYITLOUD



FEB  
2020

## Youth Mentoring & National Outreach

Meetings with Stakeholders (Community influencers and businesses) across the country to champion the SAY IT LOUD cause and outreach to youth in their respective communities.



MAY  
2020

## National Pop Ups

Taking place in each participating city, youth will present their proposals before a panel (think Canadian Idol and Dragon's Den). Canada's top tier talented Black youth making positive impacts on their communities will be identified and funded to develop their ideas.



FEB  
2021

## National Black Youth Summit

The SAY IT LOUD National Black Youth Summit will feature the ideas and accomplishments of regional Pop Up winners from across the country in Ottawa during Black history Month February 2021.

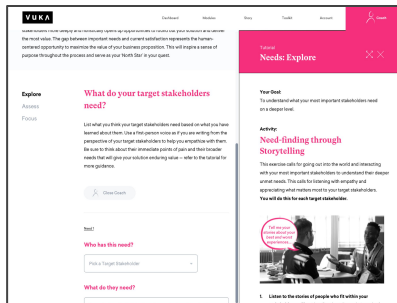
SAY IT LOUD

# ENTREPRENEURIAL SUPPORT

An empowering program to give their ideas the best chance at success:



**State-of-the-Art Technology**  
Access to a digital platform that helps youth turn their inspired ideas into a venture to pursue



**Building New Skills**  
Online learning and workshops to help them build entrepreneurial skills and confidence



**Expert Mentorship**  
Support from a network of professionals to help them shape their ideas into a sustainable venture

SAY IT LOUD

# PURPOSE-DRIVEN PARTNERSHIP



**Vuka [voo•kah]**

v. to awaken and stir into action.

*Origin: Zulu*

## The Vuka Mission:

To give every inspired entrepreneur and innovator an equal opportunity to have their best shot at business success...

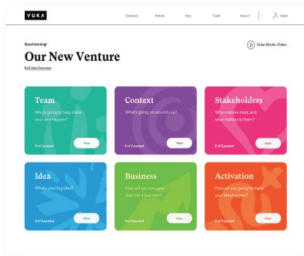
by enabling them to design and articulate their venture ideas into innovative, scalable and sustainable new ventures for social, cultural and economic impact..



# EMPOWERING TECHNOLOGY

Vuka Works - an interactive platform to help turn their inspired ideas into a new venture:

## Holistic Framework

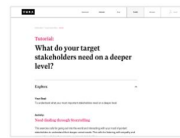


## Thinking & Learning

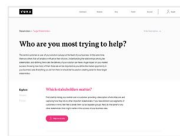
### Videos



### Exercises



### Questions



### Worksheets



## Building their best Story



Share

Score



Iterate

Digital Development

Virtual Sessions

Mentor Feedback & Coaching

SPONSORSHIP  
PACKAGES

Title  
Sponsor

\$50,000

Be a named Title sponsor of the SAY IT LOUD National Black Youth Summit

The Title Sponsor will have logo placement on the cover of the program agenda.

Free Booth Display at the event

The Title Sponsor will be given the opportunity to speak at the opening event in Ottawa and provide a workshop at the Convention on a topic related to the their respective sector.

Website link back

Vibranium  
Sponsor

\$25,000

Logo on program

Free Booth Display at the event.

Opportunity to participate in presenting a workshop or participate in a panel discussion.

Platinum  
Sponsor

\$10,000

Logo on program

50% discount off the regular price of Booth Display at the event

Opportunity to participate in presenting a workshop or participate in a panel discussion.

Gold  
Sponsor

\$5,000

Logo on program

15% discount on the regular price of the Booth Display at the event.

participate in a panel discussion. (Subject to availability)





## **SPONSORSHIP**

### **In Kind Support, Benefits & Opportunities**

- Market SAY IT LOUD to your staff and client base (print and digital)
- Donate Space
- Provide Staff Volunteers
- Technical Support
- Mentorship by Category
- Provide Guest Speakers
- Provide Job Shadowing Opportunities
- Provide Training Programs for Youth Participants
- Provide Volunteer Opportunities for Youth Participants
- Provide Co-op Opportunities for Youth Participants

CSR Opportunity  
Community Engagement  
Community Investment  
Branding Opportunity  
Product Inclusion/Sampling



# Partner Investment

Benefits	\$50,000	\$25,000	\$10,000	5,000
Named Pop-UP Partner				---
PR & Advertising	✓			---
Social Media	✓			---
Logo and Signage Placement	✓	✓		---
Recognition in Newsletter	✓	✓		---
TV and Radio Interview if Applicable	✓	✓		
Videos	✓	✓		

# PARTNER WITH US

January 1st, we'll begin the challenge to..... . We're asking you, (Example Company) to join us by investing in a Gold Sponsorship Package.

## PARTNER BENEFITS

As your marketing partner **SAY IT LOUD** takes our sponsorship agreement very seriously. We promise to deliver the best sponsorship benefits out there.

## CONNECT WITH YOUR CUSTOMERS.

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by sponsoring a cause important to the community.

## INCREASE SALES.

You'll have unparalleled in-person access to thousands of people when you become an integral part of the SAY IT LOUD campaign through sponsorship, participating in the various events, , operating your own pop-up store, and having your brand and message displayed throughout the various events.

## TELL YOUR STORY AND WIN NEW CUSTOMERS.

Tell a whole new audience how much much (Your company) cares about positive youth identity. Every time they participate in our events, or engage online, your brand will be front and centre.

## GIVE YOUR STAFF SOMETHING TO SMILE ABOUT.

Responsible companies like yours know how important it is to get staff involved in giving back to the community. Talk to us about how your people can get directly involved **SAY IT LOUD**

# PARTNER WITH US

## ADDED VALUE

As a Gold Sponsor, you'll have access to our extensive list of influential board members and volunteers, as well as our special brand of social marketing. The value we bring to the table includes:

## SOCIAL MEDIA EXPOSURE

SAY IT LOUD will engage and work with 6lxbuzz.....social media platform with over 2MM followers on Instagram and also a strong presence on other social media platforms. They are experienced in engaging with and leveraging those connections for your benefit.

## UNIQUE MARKETING CHANNELS

We have access to valuable marketing channels. In addition to our own database of clients, we partner with other organizations and events.

### Our Partners





# TEAM



## **RODERICK BRERETON, FOUNDER**

Creator of Conflict/Change Management consultancy Urban Rez Solutions, specializing in awareness campaigns, professional training, self-empowering pro-social change strategies.

Anger management, conflict resolution, social project management, speaking engagements, pop culture infused engagement In partnership with communities, schools, groups, teams, corporations, non-profits, and government

With a passion for the arts: writing and music producing, Brereton's accolades include: licensed songs on EA Sports' Triple Play 2000 & Triple Play 2001; co-producing Juno Award Winning Best Reggae Recording in 2007.

## **FARLEY FLEX, FOUNDER**

President and CEO of Plasma Management & Productions Inc., an integrated multimedia company specializing in managing the potential of projects and people in the entertainment and sports industries.

Flex is also the founder of R.E.A.L School - Realty Education & Applied Life-skills, a non-profit organization focused on community capacity building as well as youth and community engagement.

Flex has always chosen to juxtapose business endeavors with community contribution. His definition of self is Entertainment, Sports, and People, or ESP.



# SAY IT LOUD

LET US KEEP  
IN TOUCH

**SAY IT LOUD**

% Urban Rez Solutions Social  
Enterprise

4439 Lawrence Avenue East

Toronto, Canada M1E 2T6

Email: [info@sayitloudcanada.com](mailto:info@sayitloudcanada.com)

SAYITLOUDCANADA.COM



@CanadaSay



sayitloudcanada



@sayitloudcanada



Roderick Brereton

Phone: 647 287 4741

E. rod@urbanrezsolutions.com

Farley Flex

Phone: 416 998 6562

E. farley@urbanrezsolutions.com



2015 - 2024

INTERNATIONAL DECADE FOR PEOPLE OF

**AFRICAN DESCENT**