



## Lama TV First Gala Dinner & Networking Event

AN EXCITING NEW COMMUNITY EXPERIENCE

Lama Aggad is hosting her 1st Gala dinner & networking event, a very special evening introducing the only Arabic show that broadcasts on Omni and Omni 2 television channels in Ontario, Alberta & British Columbia.

**Date:** Sunday, June 8 2014

**Dress Code:** Formal

**Number of attendees:** 300+

**Guests:** Political Figures, Arab Professionals & businessmen

**Ticket pricing:** \$100 / ticket

**Media/Journalism Students:** \$65 (**Maximum: 50 tickets**)

**Location:** Park Inn, Grand Victorian Convention Centre, 175 Derry Rd. E. Mississauga ON



### Program

6:00PM: Welcoming guests / seating

6:50PM: Evening begins

7:00pm: MC opening remarks

7:20pm: Video presentations

7:30pm: Keynote speakers' presentations

8:00pm: Entertainment session

8:20pm: Donation for Sick Kids Foundation

8:30pm: Formal Seated Dinner (five)

9:00pm: TV Interviews (sponsors) / Entertainment

9:40pm: MC closing remarks

E-mail: [info@LamaTV.me](mailto:info@LamaTV.me) | Web Site: [www.LamaTV.me](http://www.LamaTV.me)





**Lama TV** – [www.LamaTV.me](http://www.LamaTV.me)

**CONNECT. INFORM. INSPIRE**

Lama TV started as an on-line media platform in Nov. 2011. In June 2013 "Lama" started to air on Omni & Omni.2 Televisions which is available in 12 million Canadian households all around Ontario, Alberta and British Columbia.

"Lama" aims to create a bridge between Arabs in Canada and Arabs in the Middle East. It provides a forum for people to connect, inform, and inspire one another across the Arab world and North America. It acts as a social media platform for youth, entrepreneurs, activists and musicians.

Lama TV has around 1,300,000+ views on its Youtube Channel with over 4300+ Subscribers. It also has over 30,000+ likes on its Facebook Page and over 20,000+ followers on its Twitter

**Watch Lama Show شاهدوا برنامج ملى**

in Ontario on  **OMNI.2** في أونتاريو على قناة **OMNI.2**  
Every Saturday & Tuesday at 3:00PM

in Alberta on  **OMNI** في ألبرتا على قناة **OMNI**  
Every Saturday at 4:00PM & Friday at 1:00PM

in British Columbia on  **OMNI** في بريتيش كولومبيا على قناة **OMNI**  
Every Sunday at 5:00PM

## Lama Aggad

**ENTREPRENEUR. MEDIA PRESENTER. PUBLIC SPEAKER**

Lama is a graduate from York University majoring in Information Technology and has over 8 years of Canadian work experience. Shifting her career from IT to journalism was a reaction of censorship she faced when writing an article in Excalibur newspaper at York University in Toronto. In addition to her belief in freedom of expression, Lama's commitment involves bridging the gap between East and West and minimizing the social political and religious stereotyping against Arabs. In Dec. 2011 Lama Aggad founded Lama TV as an on-line media platform initiative to create bridges and share knowledge between Arabs in



Canada and the Middle East through social media, in the hope of facilitating dialogue on issues that matter to people from different backgrounds. Through Lama TV, Lama has given a voice to Canadian Arabs who have been left out of the Canadian discussion. She is currently a media producer and television presenter of **Lama TV**, a weekly Canadian/Arabic talk show in Toronto on Omni Television. After switching her career to media in 2010, she obtained two certificates from Al-Jazeera Training & Development Center in "Introduction to TV Presentation" and "TV Talk Show Presentation"

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## Media

There has been an abundance of press coverage of Lama TV since it was founded. Several local and international Arabic media sources have mentioned Lama TV in their programs. The following is a list of notable media outlets that mentioned Lama TV thus far:

On Television	On Radio	In Newspapers	In Magazines
- AlArabiya TV - MBC TV - Roya TV - Jordan TV	- Radio Canada International	- AlRai Newspaper – Jordan - Vancouver Observer Newspaper – Canada - Addustour Newspaper – Jordan - Raya Newspaper – Qatar - Al-Wattan Newspaper – GTA, Canada - Al-Liwa Newspaper – Jordan	- Dolce Magazine – Canada/USA - Ema Magazine - Germany - AlJaleya Magazine – Canada

**Below is a list of media sources that Lama has appeared on:**

### - Television and Radio:

• Feb. 10 2013	AlArabiya TV	Sabah AlArabiya	Dubai
• Jun. 12 2012	MBC TV	Sabah Al-Khair Ya Arab	Dubai
• Jun. 06 2012	Roya TV	Donya Ya Donya	Jordan
• Feb. 21 2012	Roya TV	Donya Ya Donya	Jordan
• Feb. 18 2012	Jordan TV	Yawm Jadid	Jordan
• Mar. 16 2012	Radio Canada International		Canada

### - Magazines & Newspapers:

• Dec. 2013	Alrai Newspaper	Jordan
• Sep. 2013	Dolce Magazine - LUXURY LIFESTYLE & FASHION MAGAZINE	Canada/USA
• Jan. 2013	Ema Magazine	Germany
• Jul. 1 2013	AlJaleya Magazine	Canada
• Jun. 26 2013	Sakher Sabeel Newspaper	Canada
• Dec. 2013	Al-Khaleej Newspaper	UAE
• Sep. 13 2012	The Vancouver Observer Newspaper	Canada
• Jun. 08 2012	Al-Raya Newspaper	Qatar
• Mar. 06 2012	Al-Liwa Newspaper	Jordan
• Feb. 27 2012	Addustour Newspaper	Jordan
• Aug. 18 2011	Al-Wattan Newspaper	Canada

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## Achievements

- In June 16 2013, Lama TV presented HRH Princess Dina Mired of Jordan as she joined members of Toronto Arabic business community for the Delivering Hope Dinner. During a 1-on-1 interview with Lama Aggad in front of 100 honorable guests and delegates, HRH Princess Dina Mired shared her concerns on the current state of cancer care in Jordan and the Middle East.



- In May 2012 Lama TV produced two videos for West Asia-North Africa (WANA) Forum regional initiative chaired by HRH Prince El Hassan bin Talal in Jordan about the meaning of "identity" in a cosmopolitan society like the Canadian society.

As-well Lama Aggad the founder of Lama TV was invited to speak to over 300 delegates consist of honorable guests, ambassadors and speakers at the WANA Forum in Jordan.



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April 21, 2014

To Whom It May Concern:

SickKids Foundation is extremely pleased to recommend to you an exciting opportunity to support The Hospital for Sick Children (SickKids) through a community fundraiser called **Lama TV First Gala Dinner & Networking Event** on June 8, 2014 which supports the Palestinian Healthy Child Fellowship (HealthyKids International) Fund.

Because of the support SickKids receives from Lama TV First Gala Dinner & Networking Event and community initiatives like it, important advances have been made in child health research, new life-saving medical equipment has been purchased for our clinics and operating rooms, and our young patients continue to receive the best care that science, technology, and compassion have to offer – here in Toronto and around the world.

In order to ensure success, Lama TV First Gala Dinner & Networking Event requires support from companies, organizations, and individuals who share their vision and hope for improved child health. It is my hope that you will consider supporting this initiative. Your commitment will not only ensure that Lama TV First Gala Dinner & Networking Event is a fundraising success, it will also make a real difference in the lives of children today and for generations to come.

If you are able to lend your support to this event, please accept our deepest gratitude. Please note this letter is valid for one year from the date issued. Should you have any questions, please call me at (416) 813-7990.

**Please direct all donations to:**

Lama TV First Gala Dinner & Networking Event

Attn: Lama Aggad

[Lama@LamaTV.me](mailto:Lama@LamaTV.me)

Thank you for your generosity, and for supporting SickKids' vision: Healthier children. A better world.

Sincerely,

Constanze Bleeker  
Events Department

525 University Avenue  
14<sup>th</sup> Floor  
Toronto, ON M5G 2L3

Phone 416 813 6166  
Fax 416 813 7311  
Toll Free 800 661 1083

[www.sickkidsfoundation.com](http://www.sickkidsfoundation.com)

CANADA REVENUE AGENCY  
CHARITABLE BUSINESS NUMBER:  
10808 4419 RR0001



## Contribution Options

We've made your decision to become one of our valued partners easy! You need an affordable way to promote your business to broadcasters and media professionals... and we've got the solution! Your company can promote itself in a cost-effective way by becoming our sponsor.

**The following is a list of benefits attached to each contribution option:**

### **PLATINUM (\$ 5,000)**

The Opening Ceremony, one of the key highlights of the dinner, is well attended by political figures, businessmen and important members of the community. About 300 prestigious guests are expected!

As a sponsor, you have the option of:

- I. A 1-minute video screening of your company before the start of the ceremony – Provided by sponsor
- II. 5 minutes dining speech

You will also be entitled to:

- III. Eight (8) VIP seats (Value of \$800)
- IV. Your business will be featured as a Platinum Sponsor for the event.
- V. Your business logo will be featured on the big screen before the start of the event.
- VI. A 30sec advertisement for your business on "Lama" TV program will be placed for 1 month on Omni Television 4 times a week. (Value of \$800)  
**Omni Television:** a free, over-the-air multilingual/multicultural television system committed to reflecting Canada's diversity by broadcasting an array of ethno cultural programming, serving multiple language communities. **Available in 12 million Canadian households**
- VII. Your business logo will be featured on all pages of [www.LamaTV.me](http://www.LamaTV.me) website as a Platinum Sponsor with linkage to your website
- VIII. Your business name will be mentioned in our social media network including Facebook & Twitter
- IX. An opportunity to place two standing banners for your business at the venue entrance and inside the hall
- X. An opportunity to place two pieces of branded merchandise, flyers or coupons at the event
- XI. Your business logo will be placed on all our advertising material.
- XII. Electronic representation and verbal acknowledgement as Platinum sponsor at the event

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## **GOLD (\$ 2500)**

- I. Your business will be featured as one of the Gold sponsors at the event.
- II. Four (4) VIP seats (Value of \$400)
- III. Your business logo will be featured on the big screen during the event
- IV. A 15 sec advertisement for your business on "Lama" TV program will be placed for two weeks on Omni Television 2 times a week. (Value of \$400)
- XIII. Your business logo will be placed on [www.LamaTV.me](http://www.LamaTV.me) website on the sponsor's page with linkage to your website
- V. Your business name will be mentioned on our social media network including Facebook & Twitter
- VI. Your business logo will be placed on all our advertising material
- VII. An opportunity to place one piece of branded merchandise, flyers or coupons at the event
- VIII. Electronic representation and verbal acknowledgement as Gold sponsor at the event

## **SILVER (\$ 1250)**

- I. Your business will be featured as one of the Silver Sponsors at the event.
- II. Two (2) VIP seats (Value of \$200)
- III. Your business logo will appear on the screen during the event as one of the silver sponsors.
- IV. Your business logo will be placed on [www.LamaTV.me](http://www.LamaTV.me) website on the sponsor's page with linkage to your website
- V. Your business name will be mentioned on our social media network including Facebook & Twitter
- VI. An opportunity to place one piece of branded merchandise, flyers or coupons at the event
- VII. Your business logo will be placed on all our advertising material
- VIII. Electronic representation and verbal acknowledgement as Silver sponsor at the event

## **BRONZE (\$ 750)**

- I. Your business will be featured as one of the Bronze sponsors at the event.
- II. One (1) VIP seat (Value of \$100)
- III. Your business logo will be placed on [www.LamaTV.me](http://www.LamaTV.me) website in the sponsors page with linkage to your website
- IV. Your business name will be mentioned on our social media network including Facebook & Twitter
- V. Your business logo will be placed on all our advertising material
- VI. Electronic representation and verbal acknowledgement as Bronze Sponsor at the event

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## Sponsorship Application form

Sponsorship Type:                  Platinum                  Gold                  Silver                  Bronze

### Description

Name of Sponsor

Contact Person

High Res. Logo File                  Provided                  To be created

Special Request:

Total Amount

**Note:** All cheques must be payable to "LamaTV Inc."  
If for any reason the event is cancelled LamaTV will refund the sponsor the total amount printed in this form.

### Sponsor Representative

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Should you have any questions or concerns, please do not hesitate to contact us at [events@lamatv.me](mailto:events@lamatv.me) or call us at +1.647.800.2552

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