

# tholil

education • career • volunteer

# EXPO

**SATURDAY, MAY 30, 2020**

The First & Only All-Day Event for Tamils across the GTA that brings together different educational providers, employers and non-profits from the community who share a common goal: to provide the platform, tools, skills and resources to lift and propel the Tamil-speaking diaspora in Canada, of all ages, into positions of power, influence and success!

## **SPONSORSHIP & EXHIBITOR PROSPECTUS**

Tholil Expo is owned and operated by MRX North Communications, Inc.

## About

# Tholil

[thol-lil]

*noun.*

*meaning*

Career

Vocation

Calling

Profession

Trade

Tamil population  
grew by **13,730** from  
**2011 TO 2016**

Tamil population  
grew by **25,180** from  
**2006 TO 2011**

Tamil population of Canada

# 157,000

Tamil is the **16th** most spoken  
immigrant language in **Canada.**

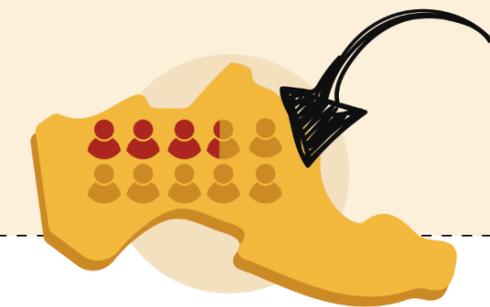


Tamil population of Toronto is

## 122,000 (4.4% OF TORONTO)

It is the **8th** most spoken  
immigrant language in Toronto.

# தமிழ்



# WHY CHOOSE THOLIL EXPO...

There is NO OTHER event in the GTA that offers a platform of this magnitude that brings together ALL three major industry segments under one roof!

## ...For Educational Providers

If you own/operate/manage a **private career college**, a **private institution**, and **after-school educational service**, or similar venture, then the Tholil Expo is the perfect place to showcase your on a larger scale to the Tamil community. Use our event to recruit new students and grow your reach.



## ...For Businesses

From **real estate, banking and finance, accounting, the arts, to healthcare, technology and start-ups**, and everything in between, whether you're looking to promote your business grow your team through on-site recruitment, or network with others in the community, the Tholil Expo provides the ideal venue to help your business flourish.



## ...For Charities/ Non-Profits

An independent study revealed that Toronto is home to more Tamil-owned non-profits and charities than any other major city in North America. But there's never been an event that house all of them under one roof...until now. The Tholil Expo is now the perfect place to spread awareness to your cause & recruit new vol all while connecting with potential donors and future partners.

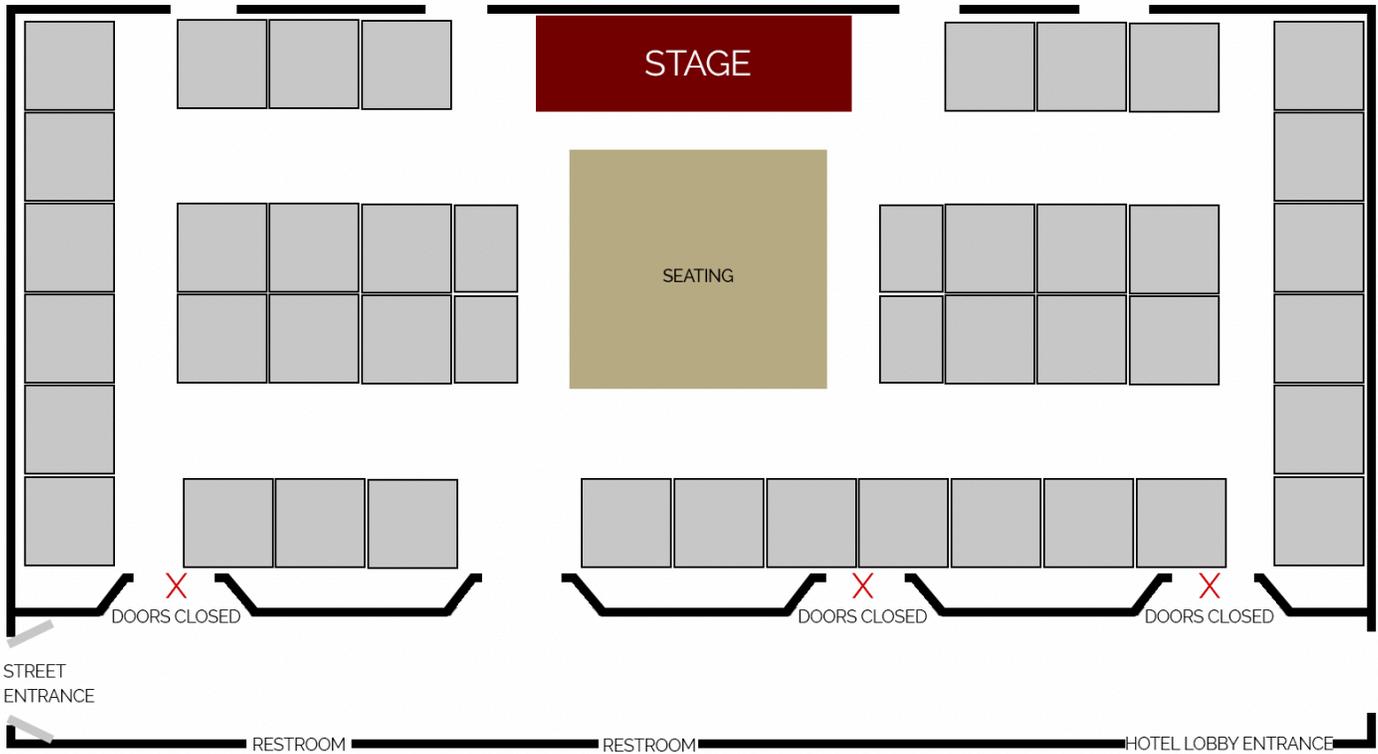


## Exclusive to our Charity Partners:

### Take Part in the Tholil 50/50 Charity Raffle

During the Tholil Expo, we'll be selling raffle tickets. At 6:30 PM that evening, we'll draw one lucky winner who will take home 50% of the jackpot. The remaining 50% will be raffled away to one of our lucky charity/non-profit exhibitors towards their cause! It's a win-win for everyone!

# THE THOLIL EXPO EXHIBIT HALL



## TYPES OF EXHIBITORS WE'RE LOOKING TO ATTRACT



# EXHIBITOR SPACE OPPORTUNITIES

## WHAT'S INCLUDED

- 2 badges for booth personnel
- 2 Tholil Expo tickets for friends/family
- FREE materials handling & storage
- Business/Organization listing on Tholil website
- Business/Organization profile and link on Tholil social media platforms
- Free WiFi



## OPPORTUNITIES

Table Size	FOR-PROFIT		NON-PROFIT	
	Early Rate	Regular Rate	Early Rate	Regular Rate
4'	\$300	\$400	\$200	\$300
6'	\$400	\$600	\$300	\$400
8'	\$600	\$800	\$400	\$600

4' Table Layout 8' x 10' booth		6' Table Layout 8' x 10' booth		8' Table Layout 8' x 10' booth	
2 chairs	2 chairs	2 chairs		2 chairs	
4' table	4' table	6' table		8' table	



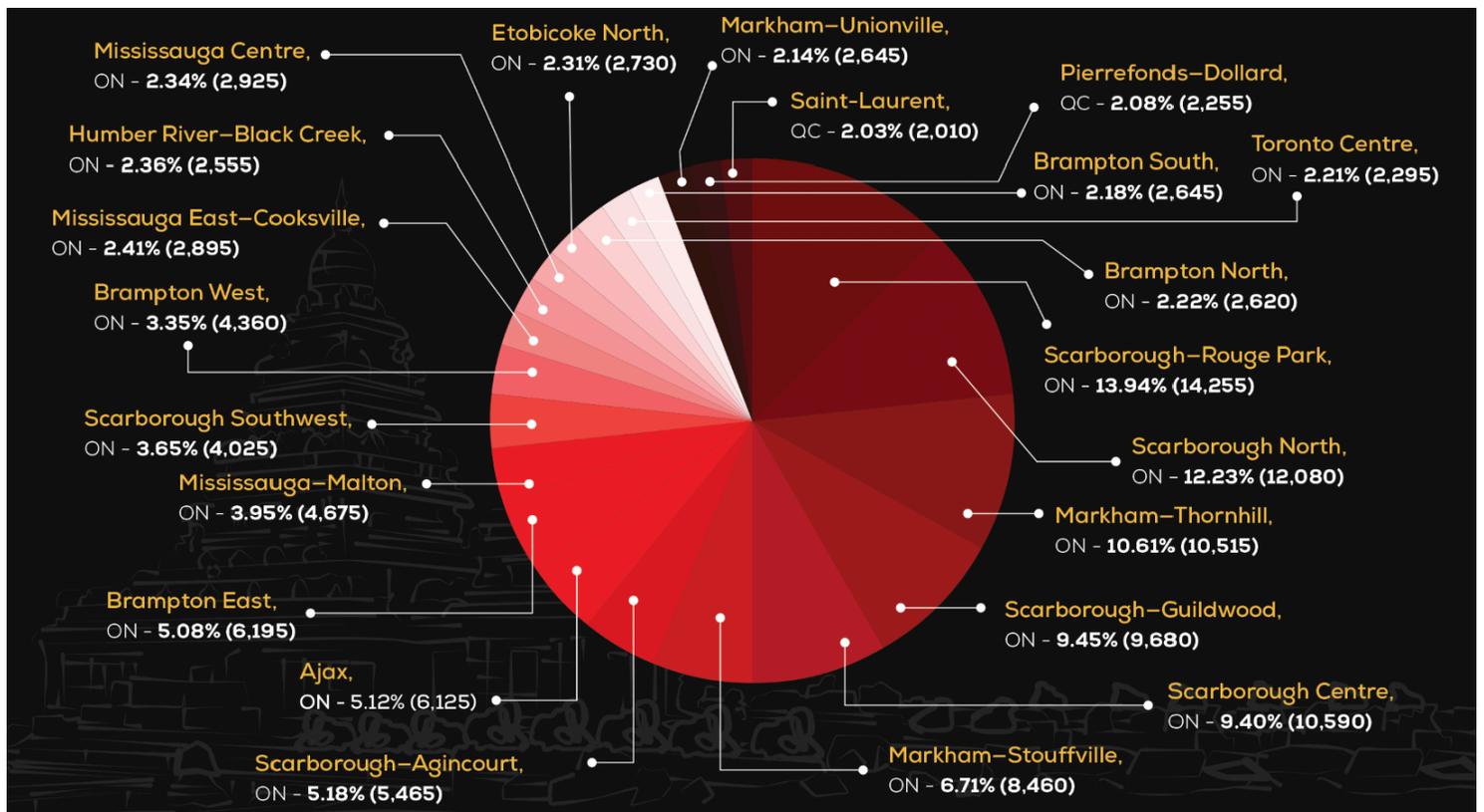
Exhibitor Kit will be available in March 2020 with all necessary documentation and forms, including important items such as insurance, and health & safety forms.

# SPEAKER SERIES ON THE MAIN STAGE



The Tholil Expo was created for the purpose of not only celebrating success and growth in the educational, business and not-for-profit spaces, but also provide a stage for individuals within these segments to share their stories to the rest of the Tamil-community. That is why we're creating a speaker series that will run side-by-side on the exhibitor floor at the Tholil Expo. Throughout the day, we'll have moderated discussions, individual talks and presentations about meaningful issues around personal growth, and various forms of success.

You can expect to see and hear Tamils within the community from the education space, the public and private sector and not-for-profit space share words of encouragement, offer engaging stories to motivate others who share similar passions and provide insight into their own lives, all in an effort to pay it forward for others within the Tamil-speaking community across the GTA (and throughout Canada).



# SPONSORSHIP OPPORTUNITIES

**Why #Tholil Expo?** Sponsoring Tholil will allow you to build stronger relationships with the Tamil community. It provides a unique networking and collaboration opportunity where you can promote your products and services while gaining brand recognition and credibility amongst the Tamil community across the various industries and market segments.

	Available Sponsorship Packages				
	10	7	5	3	2
	BRONZE	SILVER	GOLD	DIAMOND	PLATINUM
	\$250	\$500	\$1,000	\$1,500	\$3,000
Attendee tote bag inserts	●	●	●	●	●
Acknowledgements during the opening and closing of the event	●	●	●	●	●
Full color digital ads throughout event		●	●	●	●
Monthly social media shout-outs		●	●	●	●
Company/Organization logo printed on attendee tote bag			●	●	●
Email company promotions to Tholil mailing list			●	●	●
¼ ad space in all print mediums during month of April & May				●	●
Dedicated blog about your business/organization				●	●
Bi-monthly social media shout-out				●	●
Branded Promotions on Tholil Website				●	●
2 @ 3'X4' posters promoting the session at entrance to event					●
Branded company/organization logos on our social media headers (Twitter, FB)					●
12" x18" Welcome morning coffee and water bar table signage					●
Weekly social media shout-out					●
Formal dedicated mention before and after main stage speaker series					●
Power Pax – cell phone charging station with your branding at the information booth					●

Book your sponsorship package now

Call 647-608-2501

Email [Info@MRXNorthCommunications.com](mailto:Info@MRXNorthCommunications.com)



**Book Your Table and/or Sponsorship Package Today!**

*Special Early-Bird Pricing in Effect till March 1, 2020*

Call **647-608-2501**

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