MANDELA 100

Dec 4–5 2018

Celebrating the Life and Work of Nelson Mandela

Evening Gala +
Toronto Raptors vs Philadelphia 76ers
Giants of Africa and the Nelson Mandela Foundation are pleased to announce the fifth annual “The Giant of Africa” event, this year titled, “Mandela 100 - Celebrating the Life and Work of Nelson Mandela”. 2018 is being marked globally as the Nelson Mandela Centenary, as it would have been the year he turned 100. In tandem with global celebrations Giants of Africa will celebrate this milestone with a monumental tribute event celebrating his life and legacy. From December 4–5, 2018, we will be hosting a series of events to honor and celebrate Madiba.

Giants of Africa was founded in 2003 with the mission to use basketball as a tool to educate and enrich the lives of youth of Africa. We offer a pathway for youth to use the game to better their lives through education and as a foundation to create new opportunities.

The Nelson Mandela Foundation contributes to a society which remembers its past, listens to all its voices, and pursues social justice in order to promote peace, human rights and democracy in honor of legacy leaders like Nelson Mandela, Mahatma Gandhi, Maya Angelou, Martin Luther King and others.

Nelson Mandela had a huge impact on my life and continues to be a personal hero of mine. It is an understatement to say that he had a profound impact on millions of people. The world has been personally touched, inspired and driven by him, and we look forward to honoring his life at this this monumental event.

Your support is integral to achieving our goal of honoring and continuing his mission both here in Canada and on the continent. We hope that you will join us in celebrating the life of a true Giant of Africa.

All the best,

Masai Ujiri
Founder & President, Giants of Africa & President, Toronto Raptors
Why Mandela

Nelson Mandela was one of the greatest leaders in the world known for bringing people together. He has impacted the world through sport, with his leadership, commitment to the community, being a freedom fighter and empowering the youth for the future. We want to continue Mandela’s legacy to help create positive change in the world.

Why Now

2018 marks the 100th birthday of “The Giant of Africa”, Nelson Mandela. In a time where things are pulling people apart, we need to come together to stress the importance of equality and empower the youth of tomorrow.

Since 2013, Giants of Africa have celebrated the life of Mandela on December 5th annually in Toronto. This year, GOA and the Nelson Mandela Foundation will host a multi-day celebration that includes a gala to kick off the event.
Since Giants of Africa’s first Mandela Tribute event held in 2014, we are grateful to have had many influential guests participate in our initiative. Their collective stories of Nelson Mandela, commitment to create a better future for the youth and continued support allow us to successfully host this annual event.
1 | Dec 4
Evening Gala

- Venue: Rebel Toronto
- 500 guests honouring Nelson Mandela on his 100th Birthday
- Keynote Speaker, celebrity guests, entertainment, stories about Nelson Mandela
- Black tie event

2 | Dec 5
Mentorship Event

- Venue: The Symes
- 800 youth facing barriers in their community
- Hon. Minister Ahmed Hussen, panel discussion with special guests

3 | Dec 5
GOA Mini Camp

- Venue: MLSE Launchpad
- Giants of Africa mini basketball camp for 100 youth facing barriers
- Kids will take part in on-court and basketball activities. Basketball fundamentals, leadership/teamwork skills and life skills

4 | Dec 5
Raptors vs 76ers

- Venue: Scotiabank Arena
- Themed Mandela 100 night
- Post-game reception at Draught Deck at Scotiabank Arena
Presenting Sponsor $150k

**Gala**
- Two tables (20 tickets) with premium positioning
- Limousine service to and from event for sponsor host
- Meet and greet with Masai Ujiri & special guests
- Framed and signed photo with Masai Ujiri & special guests
- Personalized gift (Per table)
- On stage recognition with Masai Ujiri
- Primary logo positioning on marketing/promotional materials
- Primary logo positioning on all event assets & digital signage
- Full page ad on event program

**Goa Mini Camp**
- Logo on digital signage
- Logo on sponsorship signage
- Logo on t-shirt sleeve
- Invitation to observe camp (5 people)

**Raptors vs 76ers Game**
- 20 Executive suite tickets to the game
- Logo on digital signage around arena including 360 LED ring in bowl

**Post-game reception**
- 20 Tickets to post-game reception
- Logo on digital signage
- Logo on sponsorship signage
Associate Sponsor
$75k

Gala
- Two tables (20 tickets)
- Meet and greet with Masai Ujiri & special guests
- Personalized gift (Per table)
- Secondary logo positioning on marketing/promotional materials
- Secondary logo positioning on all event assets & digital signage
- Half page ad on event program

Goa Mini Camp
- Logo on digital signage
- Logo on sponsorship signage
- Logo on t-shirt sleeve
- Invitation to observe camp (5 people)

Raptors vs 76ers Game
- 20 lower-bowl tickets to the game
- Logo on digital signage around arena including 360 LED ring in bowl

Post-game reception
- 20 Tickets to post-game reception
- Logo on digital signage
- Logo on sponsorship signage
Premium Table
$7k

**Gala**
- One table (10 tickets)
- Access to pre-event reception with Masai Ujiri & special guests
- Personalized gift (Per table)
- Quarter page ad on event program

**Raptors vs 76ers Game**
- 10 tickets to the game
- Post game on court photo with Masai

**Post-game reception**
- 10 Tickets to post-game reception

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Single Table
$5k

**Gala**
- One table (10 tickets)
- Personalized gift (Per table)

**Raptors vs 76ers Game**
- 10 tickets to the game
- Post game on court photo with Masai

**Post-game reception**
- 10 Tickets to post-game reception

Limited tables available.
Reserve today.

For more information, please contact Jessica.Ciamarra@mlse.com

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raptors.com/mandela100