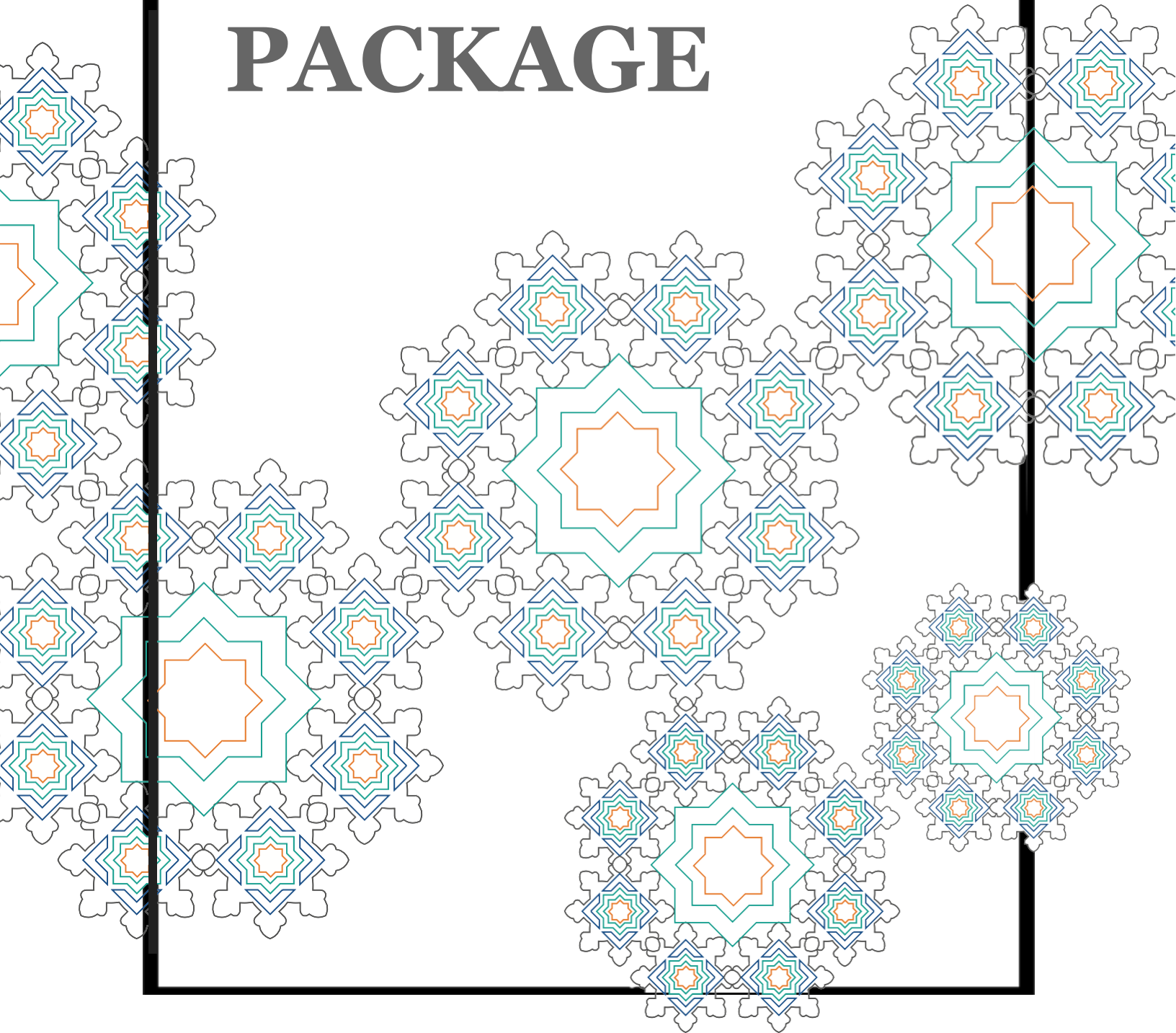


MAC | London

# SPONSORSHIP PACKAGE



# CANADA'S LARGEST MUSLIM ORGANIZATION WITH NATIONAL OUTREACH AND LOCAL GRASSROOTS

The Muslim Association of Canada (MAC) is a **Canadian charitable organization and a grassroots social movement** established in 1997, with 15 chapters across the nation in its most populated cities, including Toronto, Ottawa, Montreal, Calgary, Vancouver, Waterloo, Windsor, and our city of London.

MAC focuses on serving Canadians by educating and motivating Muslims in Canada to put their faith into action for the benefit of everyone.

MAC provides spaces, services and programs for **holistic education and personal development** for Canadian Muslims. MAC focuses on **building communities and strengthening neighbourhoods** through enabling, and

providing the required services for individuals to build strong families and building effective and sustainable institutions that provide the wide range of services needed within our community.

MAC is a **positive force for change** in our society by promoting engagement of Muslims within the wider society, building bridges and cooperating with other communities and organizations that share our goals and values.

MAC also works towards **communicating our understanding of Islam** as a moderate, balanced, and constructive way of life, within our community and beyond.

# — ESSENTIAL VALUES THAT DRIVE OUR WORKERS AND COMMUNITY PROJECTS

## WELCOMING

Our organization is **welcoming**. We call upon all Canadian Muslims to get involved in service and activism and recognize that every individual contributes different perspectives, talents, and skills.

## GRASSROOTS

Our organization is a **grassroots movement**. It operates at the local level in communities and cities, and is sensitive to the needs and characteristics of the local community.

## MULTIGENERATIONAL

Our organization is **multigenerational**. We value the contributions of each generation, the learning that happens when communities are close-knit across generations, the need to serve every segment within our community, and the strength that comes from bringing them together. In particular, we empower youth and help them find their place in the service and leadership of the community, valuing their own dignity as well as the dignity of others.

## STRUCTURED

Our organization is **structured**. This means that even as we emphasize the local grassroots presence, we build a strong national structure to organize, integrate resources, and share experiences.

## REFORMIST

Our organization is **reformist**. We emphasize a sense of belonging to society, engagement as citizens, participating in the institutions of our country, and promoting our message with respectful dialog and activism. We abhor violence, reject extremism, promote inclusion not isolation, work for a sense of belonging not alienation, emphasize cooperation not confrontation, and stand against injustice wherever it is found.

For additional information on our organization please visit us at [www.macnet.ca](http://www.macnet.ca).

# MISSION & VISION

Our **Mission** is *to establish an Islamic presence in Canada that is balanced, constructive, and integrated, though distinct, in the social fabric and culture of Canada.*

Our **Vision** is to contribute to:

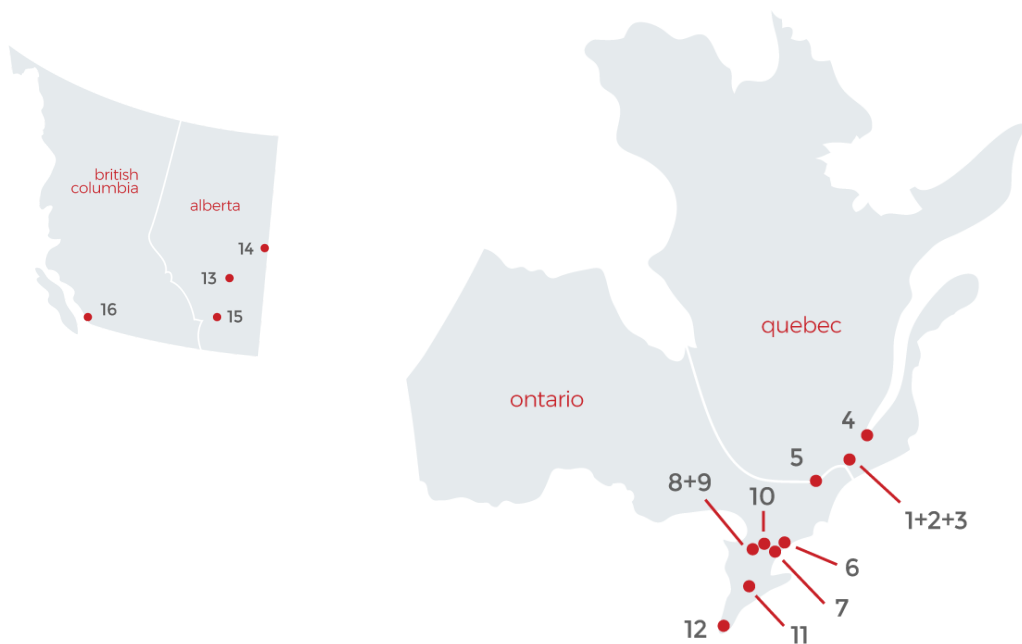
- ***Making the prevalent understanding of Islam***, one of balance, constructive engagement, and relevance to life.
- ***Integrating the understanding of Islam*** and Islamic values in Canadian society so that Islam and Muslims are not perceived as alien;
- ***Helping Muslims*** become well represented in various aspects of Canadian society including the social, legal, and political circles, as well as the media; and
- ***Positioning MAC*** at the forefront in developing leadership, mobilizing grassroots, and offering institutional services in the community.





# WHERE ARE WE?

Over the past two decades MAC has grown to be the largest grass-roots Muslim organization with a national reach rooted in strong local chapters in **13 cities** across Canada. With **OVER 18 community centers, 9 full-time schools, 20 weekend schools, 4 child care centers**, MAC serves over **55,000 community members** weekly across Canada.

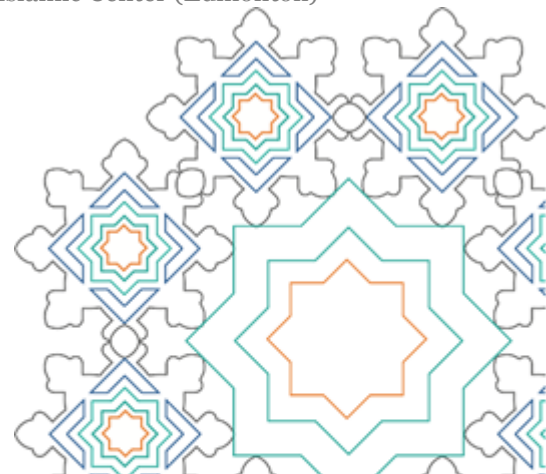


**QUEBEC:** **1** Centre Communautaire Laurentien (CCL) (Montreal) **2** MAC Islamic Centre of Verdun (MICV) (Montreal) **3** Canadian Institute of Islamic Civilization (CIIC) (Montreal) **4** Centre Communautaire MAC (Quebec City)

**ONTARIO:** **5** MAC Youth Centre (Ottawa) **6** Masjid Toronto **7** ICCO (Mississauga) **8** Kitchener Masjid **9** Islamic Center of Waterloo (ICW) **10** Masjid Aisha (Guelph) **11** MAC Westmount + Hyde Park + Masonville + Noor Gardens + Al Furqan School (London) **12** Rose City Islamic Centre (Windsor)

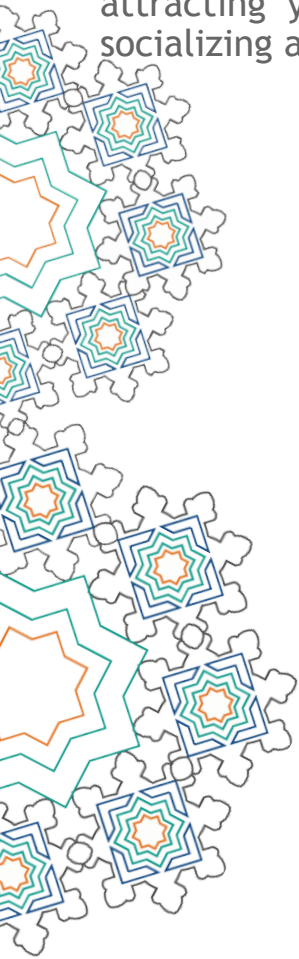
**ALBERTA:** **13** Al-Salam Center (Calgary) **14** Cold Lake Islamic Center **15** MAC Islamic Center (Edmonton)

**BRITISH COLUMBIA:** **16** MAC Islamic Center (Vancouver)



# MAC LONDON CENTRES

With over 40,000 Muslims in London, the Muslim population is one of the largest minorities and with the fastest growth rate. MAC London Centres cater to over 2,500 congregants across the city, and reach over 10,000 people weekly through its various communication channels. Our centres are carefully laid out to focus on attracting youth and families with dedicated spaces for spirituality, education, socializing and entertainment, and physical activities.



MAC London Centres include the following;

1. MAC Youth Centre (2006 - 2021) - 366 Oxford St.
2. MAC Noor Gardens Centre (2013 - present) - 457 Southdale Rd (pending construction)
3. MAC Westmount Masjid (2019 - present) - 312 Commissioners Rd W, Unit 5
4. MAC Hyde Park Masjid & MAC Al Furqan School (2021 - present) - 1175 Hyde Park Rd, Unit 9
5. MAC Masonville Centre (2022 - present) - 1737 Richmond St, Unit

# ISLAMIC SCHOOLS & CLASSES

## Full Time School

MAC has a great reputation for esteemed Islamic Schools across the country. In 2022 we have been blessed to open the doors of MAC London's first Full-time Day Islamic school: MAC Al-Furqan Quran School. Al-Furqan School is a private, not-for-profit Islamic School, licensed by the Ministry of Education.

Moreover; Al-Furqan School aims to provide excellent and unique learning experiences in academic and Islamic disciplines. We are committed to providing high-quality education that includes and exceeds the expectations of the Ontario Provincial Curriculum. In addition to daily studies in Quran, Islam and Arabic language, AL-Furqan students are encouraged to focus on character building and healthy living.

The school strives to help graduate Muslim students who demonstrate impeccable Islamic character along with advanced academic skills. We will pursue said mission by sincerely seeking the support of God, the utilization of advanced curriculum and educational means, and the employment of committed and highly qualified educators. In essence, we aim to give our children the tools they need to excel in Quran and Religion as well as the tools they need to excel in life and succeed.



## Part Time Schools

MAC London is also home to two Part-Time evening schools for religious studies and Quran, each hosting between 50 to 80 students; as well as two Weekend Schools with 100+ students each. So that's about 300 students at least weekly! This is a great opportunity for students to utilize their free time after school and on weekends to strengthen their identity, learn and excel.





# YOUTH ACTIVITIES

MAC youth aims to create a positive environment through structured activities that encourage youth to meet their complex needs of belonging, autonomy, sense of purpose and achievement by grounding youth in their faith, helping them connect to their community roots, and presenting them with opportunities to help others.

## MAC Youth Camps

MAC Youth offers several camp programs where participants have the opportunity to build strong character while enjoying the outdoors. Through motivational talks and engaging activities that foster brotherhood & sisterhood, creative thinking, and spiritualism, our youth develop lifelong bonds with one another and come back year after year to reawaken their inspiration as they learn to cope with the demands of everyday life.



## MAC Youth Groups



Youth groups help provide our youth with a sense of belonging and validation by meeting every week to socialize, share personal reflections, and engage in team-building activities with a focus on brotherhood and sisterhood, access to strong role models and mentors, and developing a Muslim Canadian identity and civic responsibility.

## EMAAN Awards Night


MAC Youth strives to foster, celebrate, and honour excellence in our youth. Each year, we set the stage for an evening of celebration called EMAAN, Educational Muslim Achievement Awards Night, to celebrate student achievements and accomplishments in all aspects of life, including academic, community service, and leadership.



# COMMUNITY GIVING

MAC sees collective community building and civic responsibility as an essential tenet of the Muslim faith, and as such, organizes regular efforts around the year to bring together and engage people in community giving. Our goal is to instill an altruistic sense of social responsibility in Canadian Muslim Youth and to establish our work as a benchmark in philanthropic work in Canada. We seek to ensure Muslims are volunteering time to events and organizations in the greater community outside of our Muslim community to create a sense of ownership in our Canadian society and also help convey an accurate perspective of the Islamic faith to those of other faith groups. Some of these efforts include:

- Youth projects to help clean parks and help those in need,
- Soup Kitchens in collaboration with local partners
- Blood Drives
- Food Drives
- Tree Planting, and
- various other efforts.



**MAC** | Give

## Urgent Call for Blood Donations

- Canadian Blood Services has faced a spike of donation cancellations over the past days
- Patients across Canada still need blood donations during the COVID-19 pandemic
- National blood inventory of type O negative will run out after 2 days. B negative will run out after 3 days
- We urge you to book an appointment online to donate blood

**BOOK NOW**  
YOUR APPOINTMENT  
@ [www.blood.ca](http://www.blood.ca)  
Or Call 1-888-236-6283

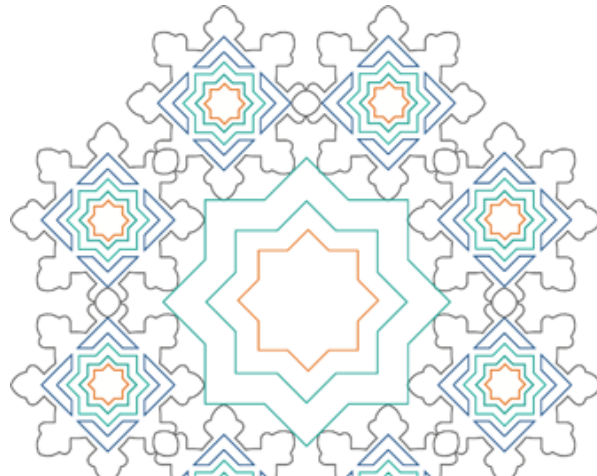
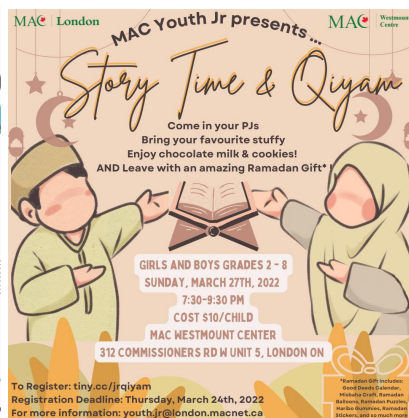
#MACGive4Life  
#Covid19



# GENERAL COMMUNITY PROGRAMMING

MAC London centers continue to serve as a hub for the community by engaging everyone in strong community programming that includes various daily, weekly, and monthly activities as listed below:

- 5 daily prayers
- Gym and athletic programs
- Family Nights
- Day Camps for summer, winter and March breaks
- Quran Hifz School and Program
- Arabic School Program
- Mom and Tot's programs
- Friday Prayers
- Taraweeh Prayers (Ramadan evening prayers)
- Qiyam Programs (Late night prayers)
- Community Iftars and Suhoor (pre-fast, and breaking of the fast meals)
- Various spiritual learning circles
- And much more...



# MAJOR ANNUAL EVENTS

MAC London has several major annual events that attract a large number of people for festivals, dinners, and outdoor events. These include the following:

- Eid Community Prayers
- Eid Children's Festival
- Annual Ramadan Iftars
- Fundraising Dinners
- Spiritual Journey Conference
- Highschool Youth Summer Camp
- Youth Spiritual Retreat
- Annual Quran Competition
- Annual Community BBQ
- Community Bazaar



# SPONSORSHIP LEVELS AND BRAND EXPOSURE

Sponsoring community programming with MAC London is a win-win transaction for everyone. Together we are able to build and develop stronger youth, families, and communities that help one another, and ensure everyone belongs while realizing the best of themselves. Please be generous in your sponsorship and you will be able to realize many benefits as listed below.

Note: Donation funds cannot be categorized as Sponsorships per CRA rules as donations receive donation receipts for tax credits.

PERKS	DIAMOND (\$10,000/yr)	PLATINUM (\$7500/yr)	GOLD (\$5000/yr)	SILVER (\$3000/yr)	BRONZE (\$1500/yr)
Company advertised on any sponsor list with size of logo matching sponsorship level	✓	✓	✓	✓	✓
On Stage Recognition of Sponsor	✓	✓	✓	✓	✓
Online Social Media Recognition	✓	✓	✓	✓	✓
Company logo on local MAC website(s)	✓	✓	✓	✓	✓
Company logo on digital screens at all active MAC Centres in London	✓	✓	✓	✓	
Company logo on display banner at all active MAC Centres in London	✓	✓	✓	✓	
Company Recognition in E-mail newsletter sent to community (usually sent to 7500+ people weekly)	15x/year	10x/year	5x/year	3x/year	1x/year
Opportunity for company to hand out business cards to attendees at major events	✓	✓			
Opportunity to showcase a 30-second company ad at key events	✓	✓			
Opportunity to showcase product sampling/set up booth at major events	✓	✓			
Certificate of Appreciation handed out on stage	✓				
Opportunity to address attendees at key events as requested by sponsor	✓				
Complimentary VIP Tickets to Ramadan dinner	10 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Estimated Impressions (number of views or engagements for brand)	500,000	200,000	150,000	75,000	25,000

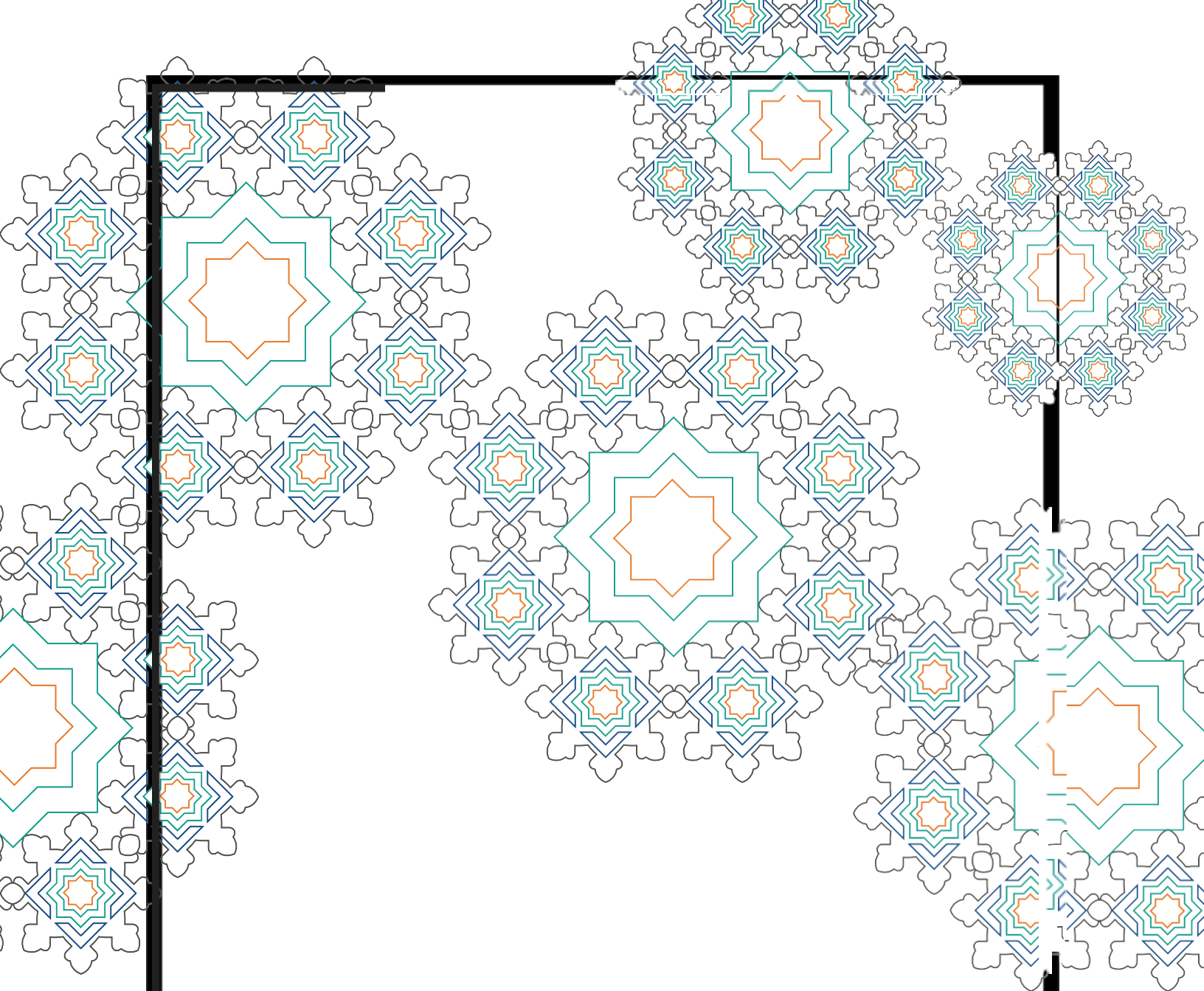


# ANNUALLY +250,000 IMPRESSIONS ARE GENERATED FROM MAC LONDON EVENTS

Sponsors will have the opportunity to promote their business at various events with outstanding audience reach figures. Annual events generate more than 50,000 impressions, along with visibility on our social media platforms, reaching over 75,000 impressions, and our new signage at MAC Centres reaching more than 150,000 impressions. Refer below for a breakdown of the sources that help achieve the total impressions per event.

\*Note: All events below are entitled to benefits from tax receipts, and certificates of appreciation upon request.





# THANK YOU

[sponsors.maclondon@gmail.com](mailto:sponsors.maclondon@gmail.com)

**MAC** | **London**