



REIMAGINE

A TRIBUTE GALA CELEBRATING

Susan Niczowski

BENEFITTING CANADIAN MACEDONIAN PLACE

Reflecting on the rich history of Canadian Macedonian Place and inspired by the strength it represents.
Honoring our roots and building a future filled with unity, resilience, and prosperity.
Together, let's continue to create a legacy worth celebrating.



FOUR SEASONS
HOTEL
TORONTO

SATURDAY, NOVEMBER 2ND, 2024

SPONSORSHIP PACKAGE

The background of the entire page is a close-up, high-contrast photograph of several red roses. The roses are in various stages of bloom, with their petals creating a complex, layered pattern. The lighting is dramatic, with deep shadows and bright highlights that emphasize the texture of the petals. The overall color palette is a range of reds, from dark, almost black tones to bright, vibrant reds.

ABOUT US

Nestled in the scenic surroundings of O'Connor Drive in East York, Canadian Macedonian Place emerged as a visionary project conceived by a dedicated group committed to the well-being of our elderly community members. The inception of this dream can be traced back to an informal gathering at the residence of John and Dotsa Bitove in 1969, marking the initial steps towards transforming the vision into reality. Following numerous meetings, extensive planning, and successful fundraising endeavors, Canadian Macedonian Place proudly opened its doors in 1979.

Over the years, the collective efforts of the Board of Directors, the Daughters of Macedonia, the Macedonian Youth Association, as well as the contributions from generous donors, volunteers, and staff have played a crucial role in sustaining and enhancing the operations of Canadian Macedonian Place. Presently, the facility boasts a waiting list of individuals eager to call Canadian Macedonian Place their home, highlighting the imperative need for expansion.

EVENT DETAILS

Saturday, November 2nd, 2024

Four Seasons Hotel | Toronto

6:00PM Cocktail Reception

7:30PM Dinner

Dress: Black Tie



SUSAN NICZOWSKI HONOREE

Susan Niczowski's life and career reflect a compelling narrative shaped by her Macedonian heritage and her parents' resilient journey. Born in North York, Ontario, Canada, in 1963, Susan is best known as the founder and president of Summer Fresh Salads Inc, a company based in Woodbridge, Ontario. The foundation of Susan's remarkable journey lies in her parents' courageous background. Chris and Francis, Susan's parents, embarked on a challenging path to Canada from Macedonia via Poland. Their own childhoods were marked by upheaval, as they were among the "Detsa Begaltsi," or Lost Children. These Macedonian children were forcibly separated from their families during the ethnic cleansing of the late 1940s and placed in orphanages in Communist countries, a tragic effort to eliminate the next generation. Many of these children never had the chance to reunite with their homeland or families. Chris and Francis, despite their challenging pasts, found each other during their exile, fell in love, and eventually got married. Determined to build a new life, they immigrated to Canada. In this new country, they had two daughters, Susan and Mary. Despite facing adversity, Susan's parents tenaciously clung to their cultural roots.

Food became a central and meaningful aspect of their lives, a testament to the resilience of their Macedonian heritage. The family's experiences and traditions, shaped by the challenges of displacement and the preservation of cultural identity, had a profound impact on Susan. This upbringing ignited her passion for culinary innovation.

Susan Niczowski's journey from her family's history of displacement and loss to becoming a successful entrepreneur in the food industry showcases not only her determination but also the transformative power of cultural heritage. The fusion of her chemistry background with a passion for food showcases a unique blend of skills that led to the identification of a market need for healthy and convenient consumer packaged goods.

As founder and president of Summer Fresh Salads Inc, Susan has not only carved a niche in the business world but also continued to honor and celebrate her Macedonian roots through culinary creations. The emphasis on providing real, quality food has not only made the company a staple in homes across North America but also aligns with the increasing demand for healthier and convenient food options.

The "Food is Fashion™" philosophy reflects Susan's commitment to staying ahead of culinary trends, making Summer Fresh known for its innovative approach and ability to set new and exciting flavors in response to changing seasons and consumer preferences.

Susan Niczowski's journey is a powerful example of how personal experiences, cultural roots, and a passion for innovation can create a successful and impactful business. Her story inspires aspiring entrepreneurs and highlights the importance of resilience, vision, and a commitment to quality in building a thriving enterprise.



VISIONARY

PRESENTING SPONSOR

\$100,000

1 AVAILABLE

TITLING

Named Presenting Sponsor

Category Exclusivity

HOSPITALITY

Two tables of ten seats in a prime location at the Gala dinner (20 tickets)

MARKETING, PROMOTION AND MEDIA

Recognized in media release

Opportunity for media materials to include a quote from a company representative

Full page advertisement in event program

Corporate logo listed as “Presenting Sponsor” in event program

Corporate logo presented on gala tickets

Corporate logo present at the event

Corporate name, phone, and web listing in program

(Charitable tax receipt as per CRA guidelines or Business receipt for full amount of sponsorship)

SPECIAL RECOGNITION

Opportunity to promote involvement in the event

Verbal recognition as the “Presenting Sponsor” during the event

ON-SITE SIGNAGE

Logo recognition on Step and Repeat

Logo recognition on event signage throughout the venue

Logo recognition on digital slideshow

Logo recognition on your tables



INNOVATOR

LEAD SPONSOR

\$50,000

3 AVAILABLE

TITLING

Named Lead Sponsor

One of two

HOSPITALITY

One table of ten seats in a prime location at the Gala dinner (10 tickets)

MARKETING, PROMOTION AND MEDIA

Full page advertisement in event program

Corporate logo listed as "Lead Sponsor" in event program

Corporate logo present at the event

Corporate logo present on event signage

Corporate name, phone, and web listing in program

(Charitable tax receipt as per CRA guidelines or Business receipt for full amount of sponsorship)

SPECIAL RECOGNITION

Opportunity to promote involvement in the event

Verbal recognition as the "Lead Sponsor" during the event

ON-SITE SIGNAGE

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Logo recognition on event signage throughout the venue

Logo recognition on digital slideshow

Logo recognition on your tables



METAMORPHOSIS

EVENT SUPPORTER

\$25,000

CHOOSE FROM:

Cocktail Reception Sponsor | Entertainment Sponsor
Dinner Sponsor | Silent Auction Sponsor

TITLING

Named Event Supporter

HOSPITALITY

One table of ten seats in a prime location at the Gala dinner (10 tickets)

MARKETING, PROMOTION AND MEDIA

Corporate logo listed as "Event Supporter" in event program

Corporate logo present at the event

Corporate logo present on event signage

Corporate name, phone, and web listing in program

(Charitable tax receipt as per CRA guidelines or Business receipt for full amount of sponsorship)

SPECIAL RECOGNITION

Opportunity to promote involvement in the event

Verbal recognition as the "Event Supporter" during the event

ON-SITE SIGNAGE

Logo recognition on event signage throughout the venue

Logo recognition on digital slideshow

Logo recognition on your tables



UNITY

FRIENDS OF MACEDONIA PLACE

\$10,000

TITLING

Named Friends of Macedonia Place Sponsor

HOSPITALITY

One table of ten seats at the Gala dinner (10 tickets)

MARKETING, PROMOTION AND MEDIA

Corporate logo listed as "Friends of Macedonia Place" in event program

Corporate name, phone, and web listing in program

(Charitable tax receipt as per CRA guidelines or Business receipt for full amount of sponsorship)

ON-SITE SIGNAGE

Logo recognition on digital slideshow

Logo recognition on your tables



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REIMAGINE COMMITTEE

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