

Getting a LEGUP

SECURE OUR WEALTH



LEGUP Wealth Symposium 2025: Cooperation & Interdependence

Partnering for
Growth: The LEGUP
Opportunity

April 4th - 5th, 2025
4600 333 Bay St, Toronto, ON

LEGUP Secure Our Wealth initiative tackles the UN SDG#8 to promote inclusive and sustainable economic growth, employment and decent work for all

Invest in Empowerment: Sponsor the 2025 LEGUP Wealth Symposium

I want to welcome you to the **3rd LEGUP Secure Our Wealth Symposium!** This isn't just another event; it's a movement. A movement dedicated to closing the generational wealth gap in Canada through the transformative power of financial literacy, entrepreneurship, and community collaboration.

The LEGUP Secure Our Wealth Symposium is designed to be an inspiring, empowering, and, most importantly, actionable experience. We're here to equip you with the tools and knowledge you need to overcome financial barriers, build sustainable wealth, and transform your futures.



For two days, in partnership with **CEE** Toronto we'll dive deep into the strategies and knowledge needed to: build lasting wealth, foster generational financial empowerment, and thrive in today's digital age.

Our 2025 theme, "**Cooperation & Interdependence,**" inspired by the **Adinkra symbol Boa Me Na Me Mmoa Wo – "Help me and let me help you"** – perfectly encapsulates the spirit of this year's symposium. We believe that collective action is the key to unlocking true wealth creation and building prosperous communities.

Get ready to be inspired, educated, and equipped to not just survive, but thrive in the evolving digital economy. Let's embark on this journey together!

With Care, David Griffiths

Bridging the Gap: Addressing the Racial, Information & Income Wealth Divide

Despite the progress made over the years, many individuals and communities still face significant challenges when it comes to wealth creation and financial literacy.

In these communities, there is often a strong focus on earning money. However, a crucial mental shift is needed—one that emphasizes the psychology of money and introduces strategies for better utilizing and growing wealth over time. Financial education, access to resources, and a deeper understanding of wealth-building principles are essential for overcoming these barriers and achieving long-term prosperity.



According to a [2019 report released by the Canadian Centre for Policy Alternatives](#), **30.8 percent of non-racialized Canadians reported getting investment income that year, compared to 25.1 percent of racialized Canadians.**

60 percent of Black Canadians fell into the bottom half of the national distribution of economic family incomes, compared to 47 percent of non-racialized Canadians.



2 in 5 Canadians say that money is their #1 source of stress

3.75% B.I.P.O.C. Canadians reported feeling financially insecure and 38.8% face mental health issues in difficult financial situations.

It is time to break these barriers and create a platform for empowerment. LEGUP offers a powerful solution.

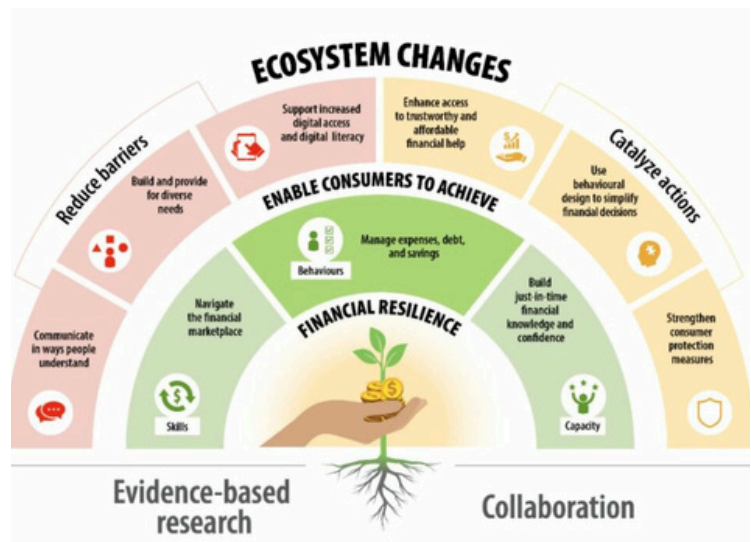


LEGUP: A Transformative Experience

We are proud to introduce the **2025 LEGUP Wealth Symposium**, an innovative initiative designed to address the root causes of financial disparities and foster economic empowerment across generations.

As we equip individuals 25+, especially professionals and entrepreneurs, with the tools to build generational wealth, we contribute to the broader goal of economic growth and social equity.

Our communities thrive when everyone is presented with opportunities to succeed. The **L(earn) E(arn) G(row) U(tilize) P(sychology)** of money mindset will create a ripple effect, empowering individuals to uplift their families and communities for generations to come.



A 5-year plan to create a more **accessible, inclusive, and effective** financial literacy ecosystem for all Canadians.

Focused on Wealth Sustainability, **LEGUP aligns with the UN's SDGs No. 8**, to promote inclusive and sustainable economic growth, employment and decent work for all, and **Canada's National Financial Literacy Strategy 2021-2026** to make the financial ecosystem more: accessible, inclusive, and effective for all Canadians.

Aligning with Canada's National Financial Literacy Strategy 2021-2026, and with the UN's SDG's No. 8, we're committed to fostering financial well-being and knowledge.

We strive to contribute to a world where work fosters prosperity and equality, illuminating a brighter future for all.

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LEGUP Wealth Symposium: Level Up Your Finances, Literally!

Imagine soaring above the vibrant cityscape of Toronto, taking in breathtaking panoramic views – that's the experience KPMG is helping to create at this year's LEGUP Wealth Symposium



Just as the elevated setting offers a unique perspective, this symposium offers a fresh, insightful approach to wealth management, perfectly aligned with our mission to empower and educate. We extend our deepest gratitude to our presenting sponsors, **TD Bank** and **KPMG**, for their invaluable support in bringing the LEGUP Wealth Symposium to life.

A special thank you also to **CEE**, our community partner, for their dedication and partnership in making this year's symposium truly unforgettable. Together, with TD Bank, KPMG and CEE, we're reaching new heights in financial literacy and community impact.

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Cooperation & Interdependence: Building a Stronger Future Together

We are excited to share that this year's LEGUP Wealth Symposium will offer attendees a variety of learning experiences...



- Entrepreneurship & Business Ownership (focus on storytelling & engagement)
- Building Wealth in the Digital Age (leveraging technology for financial empowerment)

- Real Estate Investment (unlocking opportunities across property assets)
- The Mental Health Hour (psychology of money & transforming financial habits)



- Dragons' Den: LEGUP Pitch Showcase (connecting entrepreneurs with investors)
- LEGUP Launch, Property Path, Elevate (targeted workshops for career and financial advancement)

Walk With Me Marketplace: Back by Popular Demand!



The Walk With Me Marketplace is back!

After a phenomenal success, we're thrilled to announce the return of this vibrant celebration of Black-owned businesses. This year, we're creating an even bigger and better platform for Black entrepreneurs to shine, and we invite you to be a part of it.

The Immersive Marketplace is the vibrant cultural and artistic heart of the LEGUP Symposium, blending the power of financial empowerment with the richness of Black and racialized cultural expressions. This unique space is designed to:

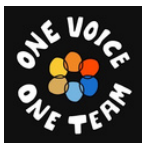
- Showcase the intersection of art, culture, and entrepreneurship
- Gain prominent brand visibility within a vibrant and culturally rich environment
- Build relationships and generate leads within a valuable market segment



BWC: Where Partnership Meets Purpose

We are thrilled to welcome you as our newest sponsor and partner in our shared mission. Your support is instrumental in driving positive change, and we are eager to embark on this exciting journey together.

We are delighted to highlight some of the esteemed partners we are currently working with, and have had the privilege of working with in the past:



These collaborations have not only enhanced our programs, but have also contributed to the success of numerous initiatives, leaving a lasting and positive impact on the communities we serve.

We are confident that your support will further strengthen our ability to make a difference in the lives of those we serve.

Partner with Us: Invest in a Brighter Future

We are thrilled to present a unique opportunity for your brand to shine and connect with a dynamic audience at the upcoming LEGUP Wealth Symposium.

Our carefully crafted sponsorship packages offer diverse opportunities for visibility and engagement



Sponsor Packages:

- **Platinum Sponsor** (headline sponsorship, maximum exposure)
 - Price: \$12,000
- **Gold Sponsor** (major visibility with speaking and branded session opportunities)
 - Price: \$7,500
- **Silver Sponsor** (logo on materials, recognition)
 - Price: \$3,000
- **Bronze Sponsor** (smaller exposure and recognition)
 - Price: \$1,500



LEGUP Wealth Symposium 2025: Ticket Pricing & Information

Ready to level up your LEGUP experience? Explore all our options this year and create your perfect adventure!

Individual Tickets

General Admission (Includes special perks like VIP-only sessions and exclusive networking opportunities):

Early Bird: \$95

Regular: \$150

Corporate Packages (for 10 attendees - includes extra perks like VIP access and branding):

Standard Corporate Table:

Early Bird: \$2,000

Regular: \$2,500

Vendor Packages

Exhibitor Booth: **\$1,000**

Premium Exhibitor Booth (larger space): **\$1,500**

Workshops/Power Sessions Add-Ons: **\$40**

Networking Dinner: **\$50**

On-demand Access (Post-Event Video): **\$40**

Community/Student Discounts: **\$75**

Group Discounts (5 or more): **25% off**



THANK YOU

"Generosity is not just about giving, but about contributing to something larger than ourselves. It is in the selfless act of giving that we find purpose, and in the collective efforts towards a greater good, we discover the true richness of our humanity."

