

DRAGON BALL

2018

BENEFIT GALA FOR



**Yee Hong Community
Wellness Foundation**

頤康基金會



龍宴

SPONSORSHIP PACKAGE

The Cause



Yee Hong Community Wellness Foundation is the charitable and fund-raising arm of the Yee Hong Centre for Geriatric Care. Since 1994, Yee Hong has offered an expansive continuum of care to Chinese seniors as well as long-term care services to seniors from various cultural backgrounds, including South Asian, Japanese, Vietnamese, Filipino, Korean, Indonesian and Portugese.

The centres reach over 16,000 seniors and families annually across the Greater Toronto Area via various outreach programs and services. As the largest non-profit long-term care provider in Ontario, Yee Hong operates 805 long-term care beds, manages 402 social housing units and 308 life lease units.

The fast aging population in these communities means Yee Hong's services and programs are constantly near or at full capacity and we need your help. As a charitable organization, we rely heavily on support from sponsors and community partners. Joining us at the gala is one of the many ways to show your generous support. Make a difference and have an enjoyable evening together with other leaders of the community.

Partner With Us



Yee Hong Community Wellness Foundation
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www.yeehongdragonball.org

The Gala



A combination of philanthropy and Chinese New Year celebration, Dragon Ball offers sumptuous cuisine, spectacular entertainment and fabulous prizes. After 28 years, the gala remains one of Toronto's most anticipated events and is the largest Chinese New Year celebration of its kind in North America.

With its pre-eminence in the Chinese community, the gala is more than just a cultural celebration. It regularly attracts the most affluent crowd as well as leaders in the political and corporate arenas. We invite you to join the 29th Annual Dragon Ball on Saturday, February 10, 2018 at the Metro Toronto Convention Centre as we welcome the Year of the Dog with an impressive list of sponsors for this exciting event. Take advantage of this fantastic marketing and networking opportunity.

Event at a Glance

Where: Metro Toronto Convention Centre
255 Front Street West

When: Saturday, February 10, 2018

Number of guests: 1000+



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Highlights

From previous Dragon Ball held on Saturday January 28, 2017

Total Funds Raised: + \$ 1,000,000



Notable Attendees

The Right Honourable Charles Joseph Clark, Former Prime Minister of Canada
The Honourable Jane Philpott, Minister of Health, MP Markham-Stouffville
The Honourable John McCallum, MP Markham-Thorhill, Ambassador to China
Mr. Arnold Chan, Deputy House Leader, MP Scarborough - Agincourt
Mr. Shuan Chen, MP Scarborough North
Mr. Xue Bing, Consul General of the People's Republic of China in Toronto
Mr. Patrick Brown, Leader of the Ontario PC Caucus (Official Opposition)
Senator Victor Oh
Dr. Raymond Cho, MPP - Scarborough-Rouge River
Mr. Bob Delaney, MPP Mississauga-Streetsville
Mr. Han Dong, MPP Trinity - Spadina
Ms. Soo Wong, MPP Scarborough - Agincourt
Mayor John Tory of the City of Toronto
Mayor Frank Scarpitti of the City of Markham
Mayor Bonnie Crombie of the City of Mississauga
Mayor Dave Barrow of the Town of Richmond Hill
Ms. Hazel McCallion, former Mayor of the City of Mississauga
Deputy Mayor Denzil Minnan-Wong, City of Toronto
Deputy Mayor Jack Heath, City of Markham
Mr. Paul Ainslie, City of Toronto, Councillor, Ward 43 - Scarborough East
Ms. Shelley Carroll, City of Toronto, Councillor, Ward 33 - Don Valley East
Mr. Joe Cressy, City of Toronto, Councillor, Ward 20 - Trinity-Spadina
Mr. Norm Kelly, City of Toronto, Councillor, Ward 40 - Scarborough-Agincourt
Mr. Mike Layton, City of Toronto, Councillor, Ward 19 - Trinity-Spadina
Mr. Chin Lee, City of Toronto, Councillor, Ward 41 - Scarborough-Rouge River
Mr. Michael Thompson, City of Toronto, Councillor, Ward 37 - Scarborough Centre
Ms. Kristyn Wong-Tam, City of Toronto, Councillor, Ward 27 - Toronto Centre-Rosedale
Ms. Nirmala Armstrong, City of Markham, Regional Councillor
Mrs. Amanda Collucci, City of Markham, Councillor, Ward 2
Mr. Ron Starr, City of Mississauga, Councillor, Ward 6
Mr. Godwin Chan, Town of Richmond Hill, Councillor, Ward 6
Ms. Karen Cilevitz, Town of Richmond Hill, Councillor, Ward 5
Honorary Lieutenant-Colonel Lionel Goffart
Citizenship Judge Nancy Siew



Dragon Ball 2017 Sponsors



Dragon Ball 2017 Sponsors

Prosperity Sponsor:



Legacy Sponsor:



Imperial Sponsor:



Grand Raffle Sponsor:



Dragon Sponsors:



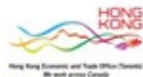
Golden Sponsors:



Haute Couture Sponsors:



Supported by:



Designer Sponsor:



Hospitality Sponsor:



Marketing Sponsor:



Business Sponsors:



Décor Sponsor:



Printing Sponsor:



Venue Sponsor:



Media Sponsors:

Exclusive Television



Radio Sponsors



Exclusive Chinese Print



Exclusive Chinese Radio



Exclusive Free Chinese Print



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Acknowledgements



Dragon Raffle

Grand Prize Sponsor

Audi Uptown

Other Prize Sponsor

Tour East Group

Raffle Sales Sponsors

First Markham Place
InnoVision Holdings Corp
Koodoo
Sophie
Ti Foods
Tradeworld Realty
Tridel Corp
Yee Hong Macrobian Club

Silent Auction

Auction Sponsor

Medisystem Pharmacy Ltd

Technology Sponsor

Leith Wheeler Investment Counsel Ltd

Catering

Allstream Centre
Bake Code
Carmen's Steak House
Chatime
Emperor Chinese Cuisine
Jade Palace
Katsura Japanese Restaurant
Marathon Donuts & Cafe
Midland Food Products Inc
Royale Fine Dining
Simmer Huang
Uncle Tetsu's, Unionville
Yu Guo Yan Seafood

Table Prize Sponsors

Carmen's Steak House
Delta Air Lines
Forward Signs Inc
Hong Kong Economic & Trade Office, Toronto
HSBC Bank of Canada
Huangjihuang Three-Sauce Simmer Pot
Manulife
Ti Foods
Tridel Corp
La Verne

Special Thanks

Chinese Canadian Photographic Society of Toronto
Delta Air Lines
Christine Desloges
Hong Kei Fitness & Dance Club
North Shore Communications Inc
Prime Advertising
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YorkBBS
York Regions Times



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Presenting Sponsor



\$100,000

Your company will receive exclusivity as the only Presenting Sponsor to receive these benefits.



Gala Profile

As the Presenting Sponsor, you will receive:

- Sponsor's President/CEO can act as the Dragon Ball Honourary Chair
- Four Benefactor Tables of 10 guests each
- Full page 4-colour ad on the outside back cover of the Dragon Programme Book
- Dedicated page for the Honourary Chair's messages in Program Book and Post Event Magazine



Brand Recognition

Your corporate logo or name will be featured as a Presenting Sponsor on:

- Dragon Ball 2018 promotional material (posters, print ads, invitations letterhead, etc.)
- Name/logo on the Dragon Ball banner
- Name/logo displayed on screens
- A full-page write up on Sponsor in Dragon Ball Programme Book
- Appreciation and thank you ads
- Yee Hong Annual Report



Please review the various sponsorship levels as outlined on the following pages and inform us how you would like to support the Dragon Ball Benefit Gala. We appreciate your time and interest, and look forward to discuss sponsorship possibilities with you.



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Presenting Sponsor (cont.)



Media

Your company logo will be featured in:

- Media releases
- Dragon Ball 2018 TV and radio ads
- A 30-second promotional video played in the lobbies of all four Yee Hong Centres from November 2017 to May 2018
- A hotlink to the sponsor's website and recognition on the Dragon Ball website



Special Opportunities

As the Presenting Sponsor, you will receive these special benefits:

- Privilege to host Dragon Ball Launch and Sponsor's Appreciation Event
- Specially designed signage
- Special on-site activation at the Dragon Ball
- Speaking opportunities at Dragon Ball media events
- Incorporation of "Proud Dragon Ball Presenting Sponsor" in Sponsor's promotion and advertising campaign
- Opportunity to provide 240 branded Gala Table prizes (min. 20\$/gift)
- Chance to set up a customized 10' x 10' booth onsite
- Honourary Chair and Organizing Committee Chair welcome remarks at Dragon Ball 2018
- Volunteer and leadership opportunities for Sponsor's employees
- Special invitation to Sponsor's employees and families to tour Yee Hong Centres
- If Sponsor exercises the right to continue its support as Presenting Sponsor in 2019, Sponsor will be honored as Corporate Community Champion – a prestigious award presented to a Yee Hong corporate partner that has made significant contributions to seniors and the community.



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Regal, Legacy or Imperial Sponsor



\$60,000

Your company will receive exclusivity as the only Regal, Legacy or Imperial Sponsor to receive these benefits.

Gala Profile

As the Regal Sponsor, you will receive:

- Three Benefactor Tables of 10 guests each
- Name/logo displayed on screens
- Opportunity to provide 240 branded Gala table prizes (min. \$20/gift)
- Opportunity to set up a customized on-site 10'x10' booth on-site
- A full page 4-colour ad on the inside back or inside front cover of the Dragon Ball Programme Book and Post-Event magazine
- Invitation to the Sponsors' Appreciation event

Brand Recognition

Your corporate logo or name will be featured as a Regal, Legacy or Imperial Sponsor on:

- All Dragon Ball 2018 promotional material (posters, print ads, letterhead, etc.)
- A full page 4-colour ad on the inside back or inside front cover in the Dragon Ball Programme Book and Post-Event magazine
- Appreciation and thank you ads
- Yee Hong Annual Report

Media

Your company logo will be featured in:

- Media releases
- Dragon Ball 2018 TV and radio ads
- A 30-second promotional video played in the lobbies of all four Yee Hong Centres from November 2017- May 2018
- A hotlink to the sponsor's website on the Dragon Ball website



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Dragon Sponsor(s)



\$38,000

Gala Profile

As the Dragon Sponsor, you will receive:

- Two Benefactor Tables of 10 guests each
- Name/logo displayed on screens
- Opportunity to provide 120 branded Gala table prizes (min. \$20/gift)
- Opportunity for Sponsor to associate with an on-site activation area/activity
- A full page 4-colour ad on the back cover of the Dragon Ball Programme Book and Dragon Ball Post-Event Magazine
- Invitation to Dragon Ball pre-events and the Sponsors' Appreciation event

Brand Recognition

Your corporate logo or name will be featured as a Dragon Sponsor on:

- Dragon Ball 2018 promotional material (posters, print ads, invitations letterhead, etc.)
- Appreciation and thank you ads
- Yee Hong Annual Report
- Invitation to Dragon Ball pre-events and the Sponsors' Appreciation event

Media

Your company logo will be featured in:

- Media releases
- Dragon Ball 2018 TV and radio ads
- A 30-second promotional video played in the lobbies of all four Yee Hong Centres from November 2017- May 2018
- A hotlink to the sponsor's website on the Dragon Ball website



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Golden Sponsor(s)



\$20,000

Gala Profile

As the Golden Sponsor, you will receive:

- One Benefactor Table of 10 guests
- Name/logo displayed on screens
- A full page 4-colour ad in the Dragon Ball Programme Book and Dragon Ball Post-Event Magazine
- Invitation to Dragon Ball pre-events and the Sponsors' Appreciation event

Brand Recognition

Your corporate logo or name will be featured as a Golden Sponsor on:

- Dragon Ball 2018 promotional material (posters, print ads, invitations, letterhead, etc.)
- A full page 4-colour ad in the Dragon Ball Programme Book and Dragon Ball Post-Event Magazine
- Appreciation and thank you ads
- Yee Hong Annual Report

Media

Your company logo will be featured in:

- Media releases
- A 30-second promotional video played in the lobbies of all four Yee Hong Centres from November 2017- May 2018
- A hotlink to the sponsor's website on the Dragon Ball website



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Booth Sponsor(s)



\$5,000



Gala Profile

As the Booth Sponsor, you will receive:

- Two Benefactor tickets
- Name and logo displayed at a booth at the event
- Quarter page 4-colour ad in the Dragon Ball Programme Book and Dragon Ball Post-Event Magazine
- A hotlink to the sponsor's website on the Dragon Ball website
- Invitation to Dragon Balls pre-event and Sponsors' Appreciation event



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Benefactor Table Sponsor(s)



\$6,000



Gala Profile

As the Benefactor Table Sponsor, you will receive:

- One benefactor table of 10 guests
- Acknowledgement inside the Dragon Ball Programme Book and Dragon Ball Post-Event Magazine
- Optional: 8.5"x11" full-page ad in the Dragon Ball Programme Book and/or in the Dragon Ball Post-Event Magazine for \$500 (a \$2,500 discount)
- Acknowledgement in Post-Event thank you ads
- Partially tax-receiptable --

Supporter Table Sponsor

\$4,800



Gala Profile

As the Supporter Table Sponsor, you will receive:

- One supporter table of 10 guests
- Partially tax-receiptable --



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