



龍宴

DRAGON BALL 2021

SATURDAY FEBRUARY 13
SPONSORSHIP PACKAGE



Yee Hong Community
Wellness Foundation

頤康基金會

An Unusual DRAGON BALL For Unusual Times

Celebrate Chinese New Year and Make a Difference

Virtual & Safe: Dragon Ball 2021 will be livestreamed on multiple social platforms. You and your family can safely stay home and enjoy the show.

Sumptuous: You can enjoy great food from one of our restaurant partners: R&D's fusion Chinese cuisine, or ATO's high-quality Japanese cuisine. You can choose to order your meal for take-out, or save your dining experience for a later time. If you love to cook, you even have the option to order the necessary ingredients to prepare a seafood platter yourself.

Entertaining: Our Dragon Ball show will be packed with exciting entertainment. Here is a sneak preview:

- MasterChefs Eric Chong and Alvin Leung will be doing a cooking demonstration.
- A "Dragon Beard" Candy and Hong Kong-style Milk Tea demonstration will showcase treasured Chinese culinary traditions.
- Well-known local and overseas singers, including those from Canadian Opera Company, will perform.
- A must-have for the Chinese New Year -- Lion Dance and Chinese Cultural Dance performances.
- Last but not least, February 14 will be our beloved former Mississauga Mayor Hazel McCallion's 100th birthday. As a long-term supporter of Yee Hong, we will celebrate Hazel's birthday at the Dragon Ball.



YEE HONG COMMUNITY WELLNESS FOUNDATION

Yee Hong Community Wellness Foundation is the fundraising arm of the Yee Hong Centre for Geriatric Care. Since 1994, Yee Hong Centre has been offering an expansive continuum of long-term care services to seniors of different ethnic backgrounds, including Chinese, South Asian, Japanese, Vietnamese, Filipino, Korean, Indonesian and Portuguese. As one of the largest non-profit long-term care providers in Canada, Yee Hong operates 805 long-term care beds in the Greater Toronto Area. Along with various outreach programs and services, over 26,000 seniors and families across the Greater Toronto Area are under the care of Yee Hong every year.

YEE HONG INTO A NEW ERA

The fast-aging population in our communities means Yee Hong needs to expand its services and programs. In November 2020, the Yee Hong Peter K Kwok Hospice opened at the Scarborough-Finch Centre. The hospice is the first built by the Chinese Canadian community in Canada. Additionally, Yee Hong is embarking on a capital campaign for three new centres with a total of 800 beds, which will be built in Scarborough, Markham and Mississauga in the next few years.

The Ontario Government announced in November that \$25 million of new funding will be invested to help Yee Hong build a new 224-bed long-term care centre in Scarborough. The investment recognizes the dedication, compassion and expertise of the Yee Hong team, and brings us one giant step closer to the \$80 million required for the construction of the new centre.

YEE HONG DURING COVID-19

Yee Hong activated its pandemic plan earlier than many other nursing homes. During the first wave of COVID-19, the dedicated frontline staff of the four Yee Hong centres did a great job in keeping every resident safe. In the more severe second wave, Yee Hong has kept the situation well under control. In these unusual times, we witness an ever-increasing demand of quality elderly care that is being provided by Yee Hong.

DRAGON BALL 2021 GOES “VIRTUAL”

With a combination of philanthropy and Chinese New Year celebration, Dragon Ball has maintained its position as one of Toronto's most anticipated events and the largest Chinese New Year celebration of its kind in North America for 31 years. 2021 will continue to be an unusual year under the pandemic, but it doesn't hinder our commitment. The 32nd Dragon Ball will be hosted on a multi-platform virtual basis, offering unique experience to our philanthropic supporters, yet maintaining the traditional accent. With its pre-eminence in the Chinese community, the gala will continue to attract the most affluent crowd as well as leaders in the political and corporate arenas. We invite you to join the 2021 Dragon Ball on **Saturday, February 13, 2021** as we welcome the Year of the Ox.





DRAGON BALL 2020 SPONSORS

Over the years, Yee Hong has built strong partnerships with many business corporations. These relationships have proved beneficial by raising community awareness of all parties involved. These were the sponsors for Dragon Ball 2020.

龍宴 DRAGON BALL 2020





PRESENTING SPONSOR

\$100,000 As the Presenting Sponsor, your company will receive these exclusive benefits:

- Exclusive logo recognition incorporated in event branding
- Corporate logo featured prominently on:
 - Event website, with link to your corporate website
 - Evening program sponsor listing
 - Social media posts pertaining to the gala
 - Promotional materials (posters, invitations, print ads, etc.)
- 60 second promotional video to be played thrice (3) during the virtual gala
- Opportunity to provide a 60 second pre-recorded message to be played during the gala
- 40 VIP Ticket Packages (package details to be released at a later date)
- MC announcement during the gala to recognize sponsorship

REGAL, LEGACY or IMPERIAL SPONSOR

\$60,000 As the exclusive Regal, Legacy or Imperial Sponsor your company will receive these benefits:

- Corporate logo featured prominently on:
 - Event website, with link to your corporate website
 - Evening program sponsor listing
 - Social media posts pertaining to the gala
 - Promotional materials (posters, invitations, print ads, etc.)
- 30 second promotional video to be played twice (2) during the virtual gala
- Opportunity to provide a 30 second pre-recorded message to be played during the gala
- 30 VIP Ticket Packages (package details to be released at a later date)
- MC announcement during the gala to recognize sponsorship

DRAGON SPONSOR

\$38,000

- Corporate logo featured prominently on:
 - Event website, with link to your corporate website
 - Evening program sponsor listing
 - Social media posts pertaining to the gala
 - Promotional materials (posters, invitations, print ads, etc.)
- 30 second promotional video to be played once (1) during the virtual gala
- Opportunity to provide a 30 second pre-recorded message to be played during the gala
- 20 VIP Ticket Packages (package details to be released at a later date)
- MC announcement during the gala to recognize sponsorship



GOLDEN SPONSOR

\$20,000

- Corporate logo featured prominently on:
 - Event website, with link to your corporate website
 - Evening program sponsor listing
 - Social media posts pertaining to the gala
 - Promotional materials (posters, invitations, print ads, etc.)
- 10 VIP Ticket Packages (package details to be released at a later date)
- MC announcement during the gala to recognize sponsorship

COMMUNITY SPONSOR

\$12,000

- Corporate logo featured prominently on:
 - Event website, with link to your corporate website
 - Evening program sponsor listing
 - Social media posts pertaining to the gala
 - Promotional materials (posters, invitations, print ads, etc.)
- 6 VIP Ticket Packages (package details to be released at a later date)
- MC announcement during the gala to recognize sponsorship

TABLE SPONSOR

\$6,000

- 10 VIP Ticket Packages (package details to be released at a later date)



**Yee Hong Community
Wellness Foundation**
頤康基金會

2021 Dragon Ball Sponsorship Confirmation Form

| | |
|--|----------|
| Presenting Sponsor (\$100,000) – Only 1 available | \$ _____ |
| Regal, Legacy or Imperial Sponsors (\$60,000) – Only 1 each | \$ _____ |
| Dragon Sponsors (\$38,000) – Multiple Opportunities | \$ _____ |
| Golden Sponsors (\$20,000) – Multiple Opportunities | \$ _____ |
| Table Sponsors (\$6,000) – Multiple Opportunities | \$ _____ |
| I am unable to attend, but I would like to make a contribution | \$ _____ |

Sponsor/Donor Information

Full Name: _____

Title: _____

Company: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Please return completed form to:

Ms. Katherine Hui

Administrator

Phone: 416.321.0777 Ext. 1812

Fax: 416.321.0778

Email: Katherine.hui@yeehong.com

www.yeehongdragonball.org