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DRAGON BALL

Saturday, January 21, 2023

Metro Toronto Convention Centre
255 Front Street West
Toronto, ON

Sponsorship Package





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 offered an expansive continuum of care to seniors of different ethnic backgrounds, including Chinese, South Asian, Japanese, Vietnamese, Filipino, Korean, Indonesian and Portuguese. As one of the largest not-for-profit providers of geriatric care in Canada, Yee Hong operates 805 long-term care beds and a 10-bed hospice residence in the Greater Toronto Area. Along with various outreach programs and housing services, over 15,000 seniors and families across the Greater Toronto Area are under the care of Yee Hong every year.

YEE HONG EXPANSION UPDATE

Canada's fast-aging population is rapidly increasing with more than 7 million seniors over the age of 65. **The wait time for a long-term care bed at Yee Hong can be as long as 10 years in comparison to the provincial average of 152 days.** Yee Hong is committed to addressing the urgent long-term care situation in Ontario by building three more nursing homes and adding 800 licensed beds to our current capacity. The "Love Gives" Capital Campaign, launched in February 2022, has raised over \$10 million towards the \$80 million campaign goal. The construction of the first of the three buildings is slated to begin in late-2023.

DRAGON BALL 2023

Dragon Ball 2023 will mark the 34th anniversary of Yee Hong's flagship fundraising gala in the Year of the Rabbit. The gala has long been one of Toronto's most anticipated events with over 1,000 patrons gathering to celebrate the Chinese New Year and philanthropic spirit. We are excited to announce that Dragon Ball will return to the Metro Toronto Convention Centre on Saturday, January 21, 2023 (Chinese New Year Eve), bringing back the tradition with a new twist.

We hosted the Dragon Ball gala virtually for the past two years, reaching an audience of over 30,000 on multiple platforms. Inspired by the overwhelming viewership, the condensed version of Dragon Ball 2023 will also be available for online viewing so Yee Hong supporters in our community and around the world, can share in the joy of celebration.

DRAGON BALL 2022 SPONSORS

Special thanks to our sponsors, donors, ticket buyers and volunteers for supporting the virtual Dragon Ball in 2022. Without these amazing contributions, Yee Hong would not have accomplished the impossible and raised over \$600,000 in the midst of a pandemic.

Milestone Sponsor



Bauhinia Sponsor



Dragon Sponsors



Golden Sponsors



Community Sponsors



Supporting Partners

Culinary Partners



Production Partners



Printing Sponsor

Media Sponsors



Exclusive Television



Radio Sponsors



Exclusive Chinese Print



Exclusive Chinese Radio



Exclusive Free Chinese Print

PRESENTING SPONSOR

\$100,000

Gala Profile

As the Presenting Sponsor, you will have:

- Sponsor's President/CEO will be invited to act as the Dragon Ball Honourary Chair
- Four Benefactor Tables of 10 guests each (total of 40 gala tickets)
- A full-page ad in a premium position (outside back cover) of the Dragon Ball Programme Book and Post-Event Magazine
- Dedicated page for the Honourary Chair's message in Programme Book and Post Event Magazine

Brand Recognition

Your corporate logo and/or name will be featured on:

- Dragon Ball 2023 promotional material (posters, print, ads, display backdrop, etc.)
- Onsite banner and screen display
- A full-page write up on the Sponsor in Dragon Ball Programme Book
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor Appreciation Event
- Yee Hong Annual Report

Media Publicity

Your corporate logo and/or name will be featured on:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and WeChat
- Dragon Ball TV commercials and radio ads
- Dragon Ball website with logo display and hotlink to the Sponsor's website

Special Opportunities

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

- Name mentioning/logo display at one of Dragon Ball's special on-site activations
- Speaking opportunities at Dragon Ball media events
- Opportunity to provide branded Gala Table prizes (240 pieces, min. \$20 each)
- Opportunity to set up a customized 10' x 10' booth onsite
- Acknowledgement in the welcome remarks given by Yee Hong's leaders at the Gala
- Yee Hong will post a 30 to 60 second interview on its social media platforms
- Volunteer and leadership opportunities for Sponsor's employees
- Special invitation to Sponsor's employees and families to tour Yee Hong Centres
- Recognition as "Corporate Community Champion" if Sponsor continues its support as Presenting Sponsor of Dragon Ball 2024



REGAL, LEGACY, OR IMPERIAL SPONSOR

\$60,000

Gala Profile

As the Regal, Legacy, or Imperial Sponsor, you will have:

- Three Benefactor Tables of 10 guests each (total of 30 gala tickets)
- A full-page ad in a prominent position of the Dragon Ball Programme Book and Post-Event Magazine

Brand Recognition

Your corporate logo and/or name will be featured on:

- Dragon Ball 2023 promotional material (posters, print, ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor Appreciation Event
- Yee Hong Annual Report


Media Publicity

Your corporate logo and/or name will be featured on:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and WeChat
- Dragon Ball TV commercials and radio ads
- Dragon Ball website with logo display and hotlink to the Sponsor's website

Special Opportunities

As the Regal, Legacy, or Imperial Sponsor, you will receive these special benefits:

- Name mentioning/logo display at one of Dragon Ball's special on-site activations
 - Opportunity to provide branded Gala Table prizes (240 pieces, min \$20 each)
 - Opportunity to set up a customized 10' x 10' booth onsite
 - Yee Hong will post a 30 to 60 second interview on its social media platforms
- 

DRAGON SPONSOR

\$42,000

Gala Profile

As a Dragon Sponsor, you will have:

- Two Benefactor Tables of 10 guests each (total of 20 gala tickets)
- A full-page ad in the Dragon Ball Programme Book and Post-Event Magazine

Brand Recognition

Your corporate logo and/or name will be featured on:

- Dragon Ball 2023 promotional material (posters, print, ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor Appreciation Event
- Yee Hong Annual Report

Media Publicity

Your corporate logo and/or name will be featured on:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and WeChat
- Dragon Ball TV commercials and radio ads
- Dragon Ball website with logo display and hotlink to the Sponsor's website

Special Opportunities

As a Dragon Sponsor, you will receive these special benefits:

- Name mentioning/logo display at one of Dragon Ball's special on-site activations
- Opportunity to provide branded Gala Table prizes (120 pieces, min \$20 each)
- Yee Hong will post a 30 to 60 second interview on its social media platforms

GOLDEN SPONSOR

\$25,000

Gala Profile

As the Golden Sponsor, you will have:

- One Benefactor Tables of 10 guests each (total of 10 gala tickets)
- A full page ad in the Dragon Ball Programme Book and Post-Event Magazine

Brand Recognition

Your corporate logo and/or name will be featured on:

- Dragon Ball 2023 promotional material (posters, print, ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor Appreciation Event
- Yee Hong Annual Report

Media Publicity

Your corporate logo and/or name will be featured on:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and WeChat
- Dragon Ball website with logo display and hotlink to the Sponsor's website



COMMUNITY SPONSOR

\$15,000

Gala Profile

As the Community Sponsor, you will have:

- Six (6) Benefactor Tickets
- Half page ad in the Dragon Ball Programme Book and Post-Event Magazine

Brand Recognition

Your corporate logo and/or name will be featured on:

- Dragon Ball 2023 promotional material (posters, print, ads, display backdrop, etc.)
- Online banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor Appreciation Event
- Yee Hong Annual Report

Media Publicity

Your corporate logo and/or name will be featured on:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and WeChat
- Dragon Ball website with logo display and hotlink to the Sponsor's website





BENEFACTOR TABLE

\$8,000

Gala Profile

As a Benefactor Table Sponsor, you will receive:

- One Benefactor Table of 10 guests (total of 10 gala tickets)
- Acknowledgement in the Dragon Ball Programme Book and Post-Event Magazine
- Promotional option for only \$500 extra: Full page ad in the Dragon Ball Programme Book and Post-Event Magazine (equivalent to \$2,500 discount)
- Partially tax-receiptable



SUPPORTER TABLE

\$6,000

Gala Profile

As a Supporter Table Sponsor, you will receive:

- One Supporter Table of 10 guests (total of 10 gala tickets)
- Partially tax-receiptable

2023 Dragon Ball Confirmation Form

Presenting Sponsor (\$100,000) – Only 1 available	\$ _____
Regal, Legacy or Imperial Sponsor (\$60,000) - Only 1 each	\$ _____
Dragon Sponsor (\$42,000) - Multiple Opportunities	\$ _____
Golden Sponsor (\$25,000) - Multiple Opportunities	\$ _____
Community Sponsor (\$15,000) - Multiple Opportunities	\$ _____
Please reserve _____ Benefactor Table(s) (Table of 10) at \$8,000 each	\$ _____
Please reserve _____ Benefactor Ticket(s) at \$800 each	\$ _____
Please reserve _____ Supporter Table(s) (Table of 10) at \$6,000 each	\$ _____
Please reserve _____ Supporter Ticket(s) at \$600 each	\$ _____
I am unable to attend, but would like to make a contribution	\$ _____
Total:	\$ _____

Sponsor/Donor Information

Name: _____

Title: _____

Company: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Payment Methods: Visa Mastercard AMEX Please send invoice

Cheque enclosed

 (Please make cheque payable to Yee Hong Community Wellness Foundation)

Name on Credit Card: _____

Credit Card Number: _____ Expiry Date: _____ CVV: _____

Signature: _____ Date: _____

Please return completed form to:

Katherine Hui
Administrator
Phone: 416.321.0777 Ext. 1812
Fax: 416.321.0778
Email: katherine.hui@yeehong.com



*Dragon Ball 2023 is subject to and may be affected by future restrictions on in-person gatherings.



關愛長者 傳承愛心

TRADITION CONTINUES LEGACY LIVES ON

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