



2019 Hong Fook Gala Sponsorship Package

January 23, 2019

Dear Hong Fook friends and partners,

On behalf of Hong Fook Mental Health Foundation, I would like to invite you to join our mental health journey by sponsoring the 2019 Hong Fook Gala, which will be hosted on **Saturday, June 8, 2019, at Hilton Toronto/Markham Suites Conference Centre & Spa** in Markham.

Culturally and linguistically appropriate community-based mental health services are essential to clients with a culture background. Over half of the population in Greater Toronto Area are visible minorities. Every one in four visible minorities are from Chinese, Korean or Southeast Asian background. However, the resources are not allocated accordingly to meet the needs in our community. Our seniors and newcomers face language and cultural barriers when they navigate social services and health care. Our youth struggle with identity confusion which impact their peer engagement and social inclusion. These challenges deteriorate our clients' mental health status and delay their treatment.

In the past 37 years, Hong Fook has been dedicated to providing a continuum of services serving the Asian community. In 2017-2018, thanks to your support,

- **18,229** participants and community members were reached out through **438** sessions and events.
- **128** more clients accessed the Clinical Services compared with previous financial year.
- **287** youth either received one-on-one support or involved in prevention or early intervention group sessions.
- **185** family members and caregivers were provided with support and resources.

This year, we are expecting over 600 guests. We have confirmed with Louie Castro from Hong Kong to be our featured performer. Not only that he will perform for us on the evening, he will also be our Ambassador of mental health advocacy in the coming year. The Keynote Speaker will be Noemi Weis, President of Filmbanc. Noemi is also the Director, Writer, and Producer of Connecting the Dot, a feature-length documentary about youth mental health from a global perspective.

By being a sponsor at our 2019 Gala, your company will be featured prominently in our gala advertising and benefit from our larger-scale promotion campaign. Please find the detailed sponsorship recognition on the following pages. Should you have any questions or need further information, please contact Sunny Wang at swang@hongfook.ca or 416-493-4242 X 2258.

Please give generously to 2019 Hong Fook Annual Gala. Thank you.

Sincerely,

Sonia Yoon
Gala Co-Chair

Jay Leung
Gala Co-Chair

To Youth or Not to Youth

Society and culture molds us into many shapes

Hungry or hangry

A dream can come true

Crane your neck to see the world

The colours are shown in the light

Amidst the messy lines – find youth

What we fashion out of them is of our own making

Co-created by

Hong Fook Youth Program

Participants

70% of mental health problems have their onset during childhood or adolescence. Young people aged 15 to 24 are more likely to experience mental illness and/or substance use disorders than any other age group. Our East Asian youth face a unique dilemma of negotiating and reconciling their identities between traditional Asian familial, collectivism values and western independence, self-exploration cultures. This creates barriers for youth to communicate with their parents, engage with their peers and connect to the community, and affects their mental wellness, helping-seeking behavior and social inclusion.

Thanks to your sponsorship, our youth can express and explore who they are individually and collectively in the supportive spaces offered by Hong Fook Youth Program. The unique gift and profound insight that they share and the possibilities and opportunities that they create make an impact in the larger community.

In **every \$100** of the net proceeds from the Gala, **\$45 goes to the Youth Program**. We are grateful for your support to keep cultivating such spaces.

Please give generously to 2019 Hong Fook Annual Gala.

Thank You.

Exclusive EVENT SPONSOR

\$20,000

Includes:

1. 20 VIP Gala tickets
2. Full-page colour advertisement (outside back) in the Gala Program Book (600 copies)
3. Opportunity to deliver a speech at the Gala
4. Sponsorship profile in all external media materials
5. Plaque presentation at the Gala
6. Booth display (maximum 6 ft. x 3 ft.) at the Gala venue foyer
7. Logo display on screen during Gala dinner in rotation with other Gala programming
8. Prime seating with company name display at VIP tables
9. Logo recognition in Gala poster; name recognition in Gala Program Book and on Hong Fook website

Exclusive ENTERTAINMENT SPONSOR

\$15,000

Includes:

1. 20 VIP Gala tickets
2. Full-page colour advertisement (inside front) in the Gala Program Book (600 copies)
3. Plaque presentation at the Gala
4. Banner display at the Gala venue foyer
5. Logo display on screen during Gala dinner in rotation with other Gala programming
6. Prime seating with company name display at VIP tables
7. Logo recognition in Gala poster; name recognition in Gala Program Book and on Hong Fook website

PLATINUM SPONSOR

\$7,000

Includes:

1. 10 VIP Gala tickets
2. Full-page colour advertisement in the Gala Program Book (600 copies)
3. Plaque presentation at the Gala
4. Banner display at the Gala venue foyer
5. Logo display on screen during Gala dinner in rotation with other Gala programming
6. Prime seating with company name display at VIP table
7. Logo recognition in Gala poster; name recognition in Gala Program Book and on Hong Fook website

GOLD SPONSOR

\$3,500

Includes:

1. 10 VIP Gala tickets
2. Half-page colour advertisement in the Gala Program Book (600 copies)
3. Logo display on screen during Gala dinner in rotation with other Gala programming
4. Company name display at VIP table
5. Logo recognition in Gala poster; name recognition in Gala Program Book and on Hong Fook website

CORPORATE SPONSOR

\$2,500

Includes:

1. 10 VIP Gala tickets
2. Quarter-page colour advertisement in the Gala Program Book (600 copies)
3. Logo display on screen during Gala dinner in rotation with other Gala programming
4. Company name display at VIP table
5. Name recognition in Gala Program Book and on Hong Fook website

Exclusive TICKET PRINTING SPONSOR (sold)

\$2,000

Includes:

1. Logo recognition on Gala tickets (700 copies)
2. Logo display on screen during Gala dinner in rotation with other Gala programming
3. Name recognition in Gala Program Book and on Hong Fook website

MEDIA SPONSOR

Includes:

1. Logo display on screen during Gala dinner in rotation with other Gala programming
2. Logo recognition in Gala poster; name recognition in Gala Program Book and on Hong Fook website

Please complete this form to indicate how you or your company would like to support the 2019 Hong Fook Gala.

A. Sponsorship preference

- Exclusive* Event Sponsor \$20,000 \$ _____
- Exclusive* Entertainment Sponsor \$15,000 \$ _____
- Platinum Sponsor \$7,000 \$ _____
- Gold Sponsor \$3,500 \$ _____
- Corporate Sponsor \$2,500 \$ _____
- Exclusive* Ticket Printing Sponsor \$2,000 \$ _____

B. Additional Gala tickets

_____ tickets at \$200/each \$ _____

C. We would like to make a donation to Hong Fook

\$ _____

Total \$ _____

To become our sponsor, please complete this form and send with cheque (payable to Hong Fook Mental Health Foundation) to **Hong Fook Mental Health Foundation, 3320 Midland Avenue, Suite 201, Scarborough, ON, M1V 5E6**

Corporation: _____

Contact Person: _____

Address: _____

Email: _____

Phone #: _____ Signature: _____

Please email the logo no later than **April 2, 2019** and advertisement no later than **April 15, 2019** to foundation@hongfook.ca. All graphic should be .pdf (with all fonts embedded), .jpeg, .tiff, minimum 300 dpi. Microsoft Word file is acceptable for plain-text advertisement. All image will be printed as it, no revision will be provided.

For further information, please contact Sunny Wang at 416-493-4242 ext. 2258 or swang@hongfook.ca



ADVERTISEMENT IN GALA PROGRAM BOOK

Publication Date: June 8, 2019

Distribution: 600 full-colour copies to be distributed to guests at the 2019 Hong Fook Gala on June 8, 2019 and throughout 2019.

Advertising Rates:	<input type="radio"/> Inside Cover (Back)	7.75" W x 10" H colour	\$1,100
	<input type="radio"/> Full Page	7.75" W x 10" H colour	\$1,000
	<input type="radio"/> Half Page	7.75" W x 5" H colour	\$550
	<input type="radio"/> Quarter Page	3.75" W x 5" H colour	\$350
	<input type="radio"/> Business Card Size	3.5" W x 2.00" H colour	\$250

To place an advertisement in the Gala Program Book, please complete this form and send with cheque (payable to Hong Fook Mental Health Foundation) to: **Hong Fook Mental Health Foundation, 3320 Midland Avenue, Suite 201, Scarborough, ON, M1V 5E6**

Corporation: _____

Contact Person: _____

Address: _____

Email: _____

Phone #: _____ Signature: _____

Please email the artwork no later than **April 15, 2019** to foundation@hongfook.ca. All graphic should be .pdf (with all fonts embedded), .jpeg, .tiff, minimum 300 dpi. Microsoft Word file is acceptable for plain-text advertisement. All image will be printed as it, no revision will be provided.

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