



2021 Hong Fook Radiothon **Sponsorship Package**

April 19, 2021

Dear Hong Fook friends and partners,

On behalf of Hong Fook Mental Health Foundation, I would like to invite you to sponsor the upcoming **Hong Fook Radiothon Fundraising Week**, in partnership with Sing Tao A1 Radio, from July 16-22, 2021.

The timely access to culturally competent mental health care is the top 1 priority Hong Fook has been addressing in the sector. This need becomes extremely urgent in our communities facing a looming mental health crisis during the pandemic and amid the ongoing anti-Asian racism.

Since the first outbreak in last March, Hong Fook has observed an increasing number of crisis cases due to clients' hesitation to access ER/hospitals during the pandemic, an increasing number of domestic violence incidents due to the lack of private spaces during the lockdown, and an increasing number of clients with more severe anxiety/depression issues triggered by social isolation, financial uncertainty and other socio-economic factors. Both Clinical Service and Youth Walk-In/Short-Term Counselling Service wait times have been increased significantly. Compared with pre-COVID time in 2019, our Integrated Community Program has reached out to 50% more community members through wellness seminars. Our Integrated Recovery Program has delivered 25% more group sessions to people in recovery while struggling with various challenges for digital access.

This is the moment, more than ever, we count on your generosity. By being a sponsor of our 2021 Radiothon, your company will be featured prominently in our Radiothon advertising with Sing Tao Media and on our website and social media platforms. 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.

Thanks in advance for your support to our 2021 Hong Fook Radiothon.

Dr. Peter Chang
Co-Chair

John Chemilian
Co-Chair

Resource Development Committee
Hong Fook Mental Health Foundation

Champion SPONSOR **\$10,000-\$20,000**

Matching donations during Hong Fook Radiothon Fundraising Week (July 16-22, 2021).

Includes:

1. Cheque presentation during Yellow Cow College program on Radiothon Day, July 22, 4pm - 5:30pm.
2. Name recognition during at least one pre-event interview, A1 Morning Show and/or Jenny Hong's program during the fundraising week.
3. 5-second video appeal on Sing Tao A1 Chinese Radio website during the fundraising week.
4. Logo recognition on the Hong Fook Radiothon promo ad on Sing Tao Daily, Sing Tao Weekly and Star Magazine during the fundraising week.
5. Logo recognition on Hong Fook website and Social Media postings.
6. Plaque recognition delivered to your company if required.

Elite SPONSOR **\$5,000**

Includes:

1. Logo recognition on the Hong Fook Radiothon promo ad on Sing Tao Daily, Sing Tao Weekly and Star Magazine during the fundraising week.
2. Name recognition during Yellow Cow College program on Radiothon Day, July 22, 4pm - 5:30pm.
3. Logo recognition on Hong Fook website and Social Media postings.
4. Plaque recognition delivered to your company if required.

Community SPONSOR **\$2,500**

Includes:

1. Name recognition during Yellow Cow College program on Radiothon Day, July 22, 4pm - 5:30pm.
2. Logo recognition on Hong Fook website and Social Media postings.
3. Plaque recognition delivered to your company if required.

Please complete this form to indicate how you or your company would like to support 2021 Hong Fook Radiothon.

A. Sponsorship preference

- Champion Sponsor** \$10,000-\$20,000 \$ _____
- Elite Sponsor** \$5,000 \$ _____
- Community Sponsor** \$2,500 \$ _____

B. We would like to make a donation to Hong Fook \$ _____

Total \$ _____

To become our sponsor, please complete this form and send with cheque if appropriate (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 **May 31, 2021** to foundation@hongfook.ca. All graphic should be .pdf (with all fonts embedded), .jpeg, .tiff, minimum 300 dpi.

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