



2022 Hong Fook Radiothon Sponsorship Package



Caring and Thriving Together

April 8, 2022

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 15-21, 2022.

This year marks the 40th Anniversary of our Association. Thanks to the dedicated support from our donors and corporate partners like you, the Association has grown from a grassroots agency with only one full-time and one part-time staff, to a leading ethno-cultural community mental health agency with a consolidated culturally competent, inter-professional team serving Asian and other communities in the Greater Toronto Area, with four office locations, and recently awarded Accreditation Primer Status.

Your generosity has sustained our continuum of services and quality care helping 1,700 individuals with mental health challenges each year; has supported our stigma reduction work to engage over 8,000 community members, building their coping skills and promoting their help seeking behaviors; has fostered the launch of our innovative culturally competent Recovery College, a non-clinical model to improve personal recovery and create placement opportunities for peers to live a meaningful, autonomous and empowered life; and has expanded our resilience-based Youth and Family Services, a safe space for our youth to develop concrete tools and strategies for mental wellbeing, and a channel for parents to understand their children better.

This year, the pandemic stretches into the third year. The past months have taken a toll on not only our community but also our workforce. 1 in 4 Ontarians now access mental health help, the highest rate during the pandemic. Our Association has also experienced the highest staff turnover among the past five years. The pandemic is not over. The impact of these uncertain times on our mental health should not be ignored.

This is the moment, more than ever, we count on your generosity. By being a sponsor of our 2022 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 2022 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 15-21, 2022).

Includes:

1. Cheque presentation during Yellow Cow College program on Radiothon Day, July 21.
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 on Sing Tao media 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. Name recognition during Yellow Cow College program on Radiothon Day, July 21.
2. Logo recognition on the Hong Fook Radiothon promo on Sing Tao Media during the fundraising week.
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 21.
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 2022 Hong Fook Radiothon.

A. Sponsorship preference

- | | | |
|---|-------------------|----------|
| <input type="radio"/> Champion Sponsor | \$10,000-\$20,000 | \$ _____ |
| <input type="radio"/> Elite Sponsor | \$5,000 | \$ _____ |
| <input type="radio"/> 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, 2022** 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