



# 2023 Hong Fook Gala Sponsorship Package



**Caring and Thriving Together**

January 11, 2023

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 2023 Hong Fook Gala, which will be hosted on **Saturday, June 17, 2023, at Hilton Toronto/Markham Suites Conference Centre & Spa** in Markham.

After the three-year pandemic, we are bringing back the Hong Fook Gala with expected 600 guests, to celebrate Hong Fook's 40th Anniversary. In the past four decades, 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 Accreditation Primer Status.

**Your generosity** has supported us to secure a **permanent location at Downtown Markham**, which houses our Asian Youth and Family Hub and our future Counselling and Psychotherapy Centre in York Region, and opens an alternate door for us to better attend to the rising needs of mental health services in southern York Region with highly concentrated Asian communities. Your commitment has supported the expansion of **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; 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; supported our **stigma reduction** work to engage over 8,000 community members, building their coping skills and promoting their help seeking behaviors; and sustained our **continuum of services and quality care** helping 1,700 individuals with mental health challenges each year.

By being a sponsor at our 2023 Hong Fook 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 [swang@hongfook.ca](mailto:swang@hongfook.ca) 416-493-4242 X2258  
or Veronica Kim [vkim@hongfook.ca](mailto:vkim@hongfook.ca) 416-493-4242 X 5283

Please give generously to 2023 Hong Fook Gala and celebrate our 40<sup>th</sup> anniversary Caring and Thriving Together. Thank you.

Sincerely,

Michael Ma  
Gala Co-Chair

John Chemilian  
Gala Co-Chair

## **Exclusive EVENT SPONSOR**

**\$30,000**

**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

## **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**

**\$4,000**

**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

## *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

Please complete this form to indicate how you or your company would like to support the 2023 Hong Fook Gala.

## Sponsorship preference

- |   |          |          |
|---|----------|----------|
| <input type="radio"/> <b>Exclusive</b> Event Sponsor                  | \$30,000 | \$ _____ |
| <input type="radio"/> Entertainment Sponsor                           | \$15,000 | \$ _____ |
| <input type="radio"/> Platinum Sponsor                                | \$7,000  | \$ _____ |
| <input type="radio"/> Gold Sponsor                                    | \$4,000  | \$ _____ |
| <input type="radio"/> <b>Exclusive</b> Ticket Printing Sponsor (SOLD) | \$2,000  | \$ _____ |

## Advertisement in Gala Program Book

Program Book Publication Date: June 17, 2023

Distribution: 600 full-colour copies to be distributed to guests at the 2023 Hong Fook Gala on June 17, 2023 and throughout 2023.

<b>Advertising Rates:</b>	<input type="radio"/> Inside Cover (Back) (SOLD)	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 become our sponsor or 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 logo no later than **April 14, 2023**, advertisement no later than **May 12, 2023** to [vkim@hongfook.ca](mailto:vkim@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 Veronica Kim at 416-493-4242 ext. 5283 or [vkim@hongfook.ca](mailto:vkim@hongfook.ca)

**A. Additional Gala tickets**

\_\_\_\_\_ tickets at **\$300/each**

(Donation receipt for tax return will be issued based on the amount after dinner cost deducted.)

**B. Raffle tickets**

I would like to order \_\_\_\_\_ tickets at **\$10/each**

(You will be contacted by Veronica Kim [vkim@hongfook.ca](mailto:vkim@hongfook.ca) when the tickets are ready.)

**C. I would like to make a donation of \$\_\_\_\_\_ to Hong Fook**

By cheque: payable to Hong Fook Mental Health Foundation, mail to 3320 Midland Avenue, Suite 201, Scarborough, ON, M1V 5E6

Online: <https://hongfook.ca/foundation/donate/>

For other donation ways, please contact Veronica Kim at [vkim@hongfook.ca](mailto:vkim@hongfook.ca)

**D. I would like to make a gift donation to the silent auction on the Gala day**

This donation will be in the form of  Gift Certificate or  Object/Merchandise

Current Market/Retail Value: \$ \_\_\_\_\_ Suggested Opening Bid: \$ \_\_\_\_\_

(You will be contacted by Veronica Kim [vkim@hongfook.ca](mailto:vkim@hongfook.ca) for further details.)

Please complete this form for our follow up.

Corporation: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone #: \_\_\_\_\_ Signature: \_\_\_\_\_

For further information, please contact Veronica Kim at 416-493-4242 ext. 5283 or [vkim@hongfook.ca](mailto:vkim@hongfook.ca)