



2024 HONG FOOK GALA

SPONSORSHIP PACKAGE

Saturday, June 1, 2024

Hilton Toronto/Markham Suites Conference Centre & Spa



Hong Fook Mental Health Association is a fully accredited charitable organization serving communities across the Greater Toronto Area in five languages: Cambodian, Cantonese, Korean, Mandarin and Vietnamese. Established in 1982, Hong Fook has been the provincial leader in providing evidence-based, culturally competent mental health care for Asian communities. Our organization provides a continuum of mental health services covering a wide spectrum from “promoting wellness” to “managing illness” with locations in Downtown Toronto, North York, Scarborough and Markham.

Hong Fook Mental Health Foundation drives change through philanthropy by providing the Association with critical support through the generosity of its donors. In 2001, a small group of Hong Fook volunteers came together to ensure the Association had a long-term sustainability plan, to meet the growing needs of our community and expand beyond the limits of public funding. The Foundation created a new philanthropic ‘table’ where the historically unmet needs of the Asian communities served through the Association could be prioritized.



With the funding raised in 2023:

- 6,397 community members were equipped with mental health knowledge and with skills to cultivate compassionate care;
- 565 professionals with educational institutions and corporations completed trainings on Cultural Competency, Workplace Wellness, and Mental Health First Aid;
- **176 youth** found a safe space to connect with a mental health professional and gained concrete coping strategies for their mental health through **587 sessions** of Brief Counselling service in Toronto and York Region;
- **34 Peer Supporters** were provided with honorarium-based placement, which supported them to improve their leadership skills, become better positioned for meaningful employment, and facilitate the recovery journey of **380 peers**.



The **2024 Hong Fook Gala** will be hosted on Saturday, June 1, 2024, at Hilton Toronto/Markham Suites Conference Centre & Spa in Markham. While COVID-19 is no longer deemed a global health emergency, the significance and urgency of taking care of our mental health persists. In particular, our youth have been at higher risk of experiencing poor mental health (compared to other age groups) during and post the pandemic. 1/2 of Ontario parents report having ever had concerns about their child's level of anxiety.

Hong Fook has been responding to the mental health crisis by providing evidence-based, culturally competent care. And it's more than just about language – it's about the deeper cultural connection that allows a person to be fully seen and understood. This year, Hong Fook anticipates serving 4,000 individuals over a total of 35,000 visits. Your contribution to our annual Gala enhances our capacity to provide essential support to our community and foster hope for future generations.

SPONSORSHIP LEVELS

EXCLUSIVE PRESENTING SPONSOR

\$50,000

1. Two VIP tables with prime seating and company name/logo display at the table and on the screen (total of 20 complimentary gala tickets, two bottles of wine each table)
2. Full-page colour advertisement (outside back cover) and name recognition in the Gala Program Book
3. Exclusive opportunity to deliver a speech and receive the recognition plaque on the stage
4. Exclusive opportunity to provide branded takeaway gift bags (600 pieces)
5. Exclusive opportunity of logo recognition on centerpieces (60 pieces)
6. Opportunity to set up a customized booth (maximum 6 ft. x 3 ft.) onsite
7. Opportunity to have employee team volunteer experience with Hong Fook
8. Exclusive opportunity to be featured in Hong Fook Radiothon (100,000 impressions)
9. Pre-event publicity: Gala poster, Hong Fook website, social media, eblasts (7,000+ impressions)
10. Post-event recognition: Hong Fook website, newsletter, annual report (7,000+ impressions)

PLATINUM SPONSOR (ONLY TWO AVAILABLE)

\$20,000

1. Two VIP tables with prime seating and company name/logo display at the table and on the screen (total of 20 complimentary gala tickets, two bottles of wine each table)
2. Full-page colour advertisement in a prominent position and name recognition in the Gala Program Book
3. Opportunity to receive the recognition plaque on the stage
4. Opportunity to provide branded Gala Table prizes (60 pieces)
5. Opportunity to set up a customized booth (maximum 6 ft. x 3 ft.) onsite
6. Opportunity to have employee team volunteer experience with Hong Fook
7. Pre-event publicity: Gala poster, Hong Fook website, social media, eblasts (7,000+ impressions)
8. Post-event recognition: Hong Fook website, newsletter, annual report (7,000+ impressions)

GOLD SPONSOR (ONLY THREE AVAILABLE)

\$10,000

1. One VIP table with prime seating and company name/logo display at the table and on the screen (total of 10 complimentary gala tickets, two bottles of wine)
2. Full-page colour advertisement and name recognition in the Gala Program Book
3. Opportunity to receive the recognition plaque at the photo booth
4. Opportunity to provide branded Gala Table prizes (60 pieces)
5. Pre-event publicity: Gala poster, Hong Fook website, social media, eblasts (7,000+ impressions)
6. Post-event recognition: Hong Fook website, newsletter, annual report (7,000+ impressions)

SILVER SPONSOR

\$5,000

1. One VIP table with company name/logo display at the table and on the screen (total of 10 complimentary gala tickets, four-course dinner with two bottles of wine)
2. Half-page colour advertisement and name recognition in the Gala Program Book
3. Opportunity to provide branded Gala Table prizes (60 pieces)
4. Pre-event publicity: Gala poster, Hong Fook website, social media, eblasts (7,000+ impressions)
5. Post-event recognition: Hong Fook website, newsletter, annual report (7,000+ impressions)

OTHER WAYS TO SUPPORT

SUPPORTER TABLE

\$3,000

- 10 Gala tickets
- Opportunity to receive a digital group photo with Hong Fook Gala photo frame
- Post-event recognition: Hong Fook website
- Partially tax-receiptable

GALA TICKET SPONSOR

\$2,000

- Available **until April 5, 2024**
- Logo recognition on Gala tickets (700 copies)
- Name recognition in the Gala Program Book and on the Hong Fook website

GALA TICKET **EARLY BIRD SPECIAL**

\$275

- Available **until April 5, 2024**
- Regular price \$300 from April 6, 2024
- Partially tax-receiptable

PROGRAM BOOK ADVERTISEMENT

Program Book Publication Date: June 1, 2024

Distribution: 600 full-colour copies to be distributed at the 2024 Hong Fook Gala and after.

Advertising Rates:

• Back Cover (Inside)	7.75" W x 10" H colour	\$1,100
• Full Page	7.75" W x 10" H colour	\$1,000
• Half Page	7.75" W x 5" H colour	\$550
• Quarter Page	3.75" W x 5" H colour	\$350
• Business Card Size	3.5" W x 2.00" H colour	\$250

Please email the logo no later than **April 5, 2024**, advertisement no later than **May 3, 2024** to 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.
- For Full Page ad, please add 0.125" bleed on each of the four edges.
- 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.

CONFIRMATION FORM

Please complete this form to indicate how you or your company would like to support the 2024 Hong Fook Gala.

- Exclusive Presenting Sponsor (\$50,000) - only 1 available \$ _____
- Platinum Sponsor (\$20,000) - only 2 available \$ _____
- Gold Sponsor (\$10,000) - only 3 available \$ _____
- Silver Sponsor (\$5,000) - multiple opportunities \$ _____
- Supporter Table (\$3,000) \$ _____
- Gala Ticket Sponsor (\$2,000) **available till April 5, 2024** \$ _____
- Program Book Ad Inside Back Cover (\$1,100) \$ _____
- Program Book Full Page Ad (\$1,000) \$ _____
- Program Book Half Page Ad (\$550) \$ _____
- Program Book Quarter Page Ad (\$350) \$ _____
- Program Book Business Card Size Ad (\$250) \$ _____

- I would like to order _____ Gala tickets at \$275/each **till April 5, 2024**; \$300/each from April 6, 2024.
- I would like to order _____ Raffle tickets at \$10/each.
- I would like to make a donation of \$_____ to Hong Fook Mental Health Foundation.
- I would like to make a gift donation towards the Gala silent auction in the form of
☐ Gift Certificate or ☐ Object/Merchandise
Current Market/Retail Value: \$ _____ Suggested Opening Bid: \$ _____

Payment methods:

- **Cheque payable to Hong Fook Mental Health Foundation, mail to 1751 Sheppard Avenue East, Ground Floor, North York, ON, M2J 0A4**
- **Etransfer to foundation@hongfook.ca (with contact info in the message box)**
- **Wire Transfer info available upon request**

Please complete this form for our follow up.

Corporation: _____

Contact Person: _____

Address: _____

Email: _____

Phone #: _____ Signature: _____

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Hong Fook Mental Health Foundation www.hongfook.ca Charitable Organization No.: 862514932RR0001