



HONG FOOK
GALA
2025

TOGETHER FOR TOMORROW



SPONSORSHIP PACKAGE

SATURDAY, JUNE 21, 2025

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 English and five additional 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 2024:

- **4,389 community members** were engaged through our community talks and outreach efforts and equipped with mental health knowledge to facilitate supportive conversations, promote positive coping strategies and encourage help-seeking behaviours;
- **410 professionals** from educational institutions and corporations completed our training to develop cultural competency awareness and skills, enhance support for individuals facing mental health challenges or in crisis, and promote mental well-being in the community and workplace;
- **214 youth** found a safe space to gain concrete coping strategies for their mental health and **63 parents** were supported to better understand and communicate with their children, through our Brief Counselling service in Toronto and York Region;
- **24 Peer Supporters** were empowered to enhance their leadership skills, transforming their lived experience into unique assets. They inspired and motivated **360 peers** through a diverse range of Recovery College courses and peer support groups, helping them find hope and meaning in life.



The **2025 Hong Fook Gala** will be hosted on **Saturday, June 21, 2025**, at Hilton Toronto/Markham Suites Conference Centre & Spa in Markham.

Asian Canadians are the largest and fastest growing racialized group in Canada. Compared to other groups, our community reports poorer self-rated mental health, lower levels of help seeking, and more severe mental illness symptoms by the time of an ER visit or hospitalization.

Stigma around mental health is a major barrier. While mental health awareness is growing across Canada, this stigma lingers more strongly in Asian communities. Our cultural values, which prioritize harmony, often lead many in the Asian community to suppress their emotions and feel fearful or ashamed of sharing their struggles or seeking help—sometimes until it's too late.







At Hong Fook, we aim to change this narrative—promoting open, supportive conversations that recognize mental health as essential to well-being and community resilience.

We invite you to join us at the **2025 Hong Fook Gala “*Together for Tomorrow*”**, embracing the rich tapestry of diverse identities and cultural beliefs that shape our Asian community, charting a united path forward to end the stigma today for a healthier tomorrow.

SPONSORSHIP LEVELS

Sponsorship Levels	Presenting Sponsor \$50,000	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000
# of Sponsorships	1	2	3	Multiple
# of VIP tables with company name display (10 complimentary gala tickets with two bottles of wine per table)	2	2	1	1
Program Book Ad	Full-Page Outside Back Cover	Full-Page Inside Front Cover	Full Page	Half Page
On Stage Exposure	Speech + Plaque Presentation	Plaque Presentation	Plaque Presentation	MC Announcement
Logo display during sponsor slideshow				
Pre-Event: Gala poster, event website, social media, eblasts (7,000+ impressions)				
Post-Event: event website, newsletter, annual report (7,000+ impressions)				

SPONSORSHIP LEVELS (CONT'D)

Sponsorship Levels	Entertainment Sponsor \$7,500	Reception Sponsor \$5,000	Wine Sponsor \$2,500	Centrepiece Sponsor \$2,500	Photo Booth Sponsor \$2,500
# of Sponsorships	1	1	1	1	1
MC announcement + Logo on backdrop during performance (3 segments)					
Logo on cocktail napkins distributed during Reception					
Logo on table wine tags					
Logo on all centrepieces					
Logo on digital photo frames from the Photo Booth					
Program Book	Full-Page Ad	Full-Page Ad	Name Recognition	Name Recognition	Name Recognition
Logo display during sponsor slideshow					
Pre-Event: Gala poster, event website, social media, eblasts (7,000+ impressions)					
Post-Event: event website, newsletter (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 **EARLY BIRD SPECIAL**

\$275

- Available **until April 30, 2025**
- Regular price \$300 from May 1, 2025
- Partially tax-receiptable

PROGRAM BOOK ADVERTISEMENT

Program Book Publication Date: June 21, 2025

Distribution: 600 full-colour copies to be distributed at the 2025 Hong Fook Gala and after.

Advertising Rates:

- | | | |
|-----------------------|------------------------|---------|
| • Back Cover (Inside) | 7.75" W x 10" H colour | \$1,500 |
| • 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 |

Please email the logo no later than **March 31, 2025**, advertisement no later than **May 20, 2025** to whuynh@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.

GIFT DONATION TO SILENT AUCTION

One of our main fundraising sources at the Gala is the silent auction, filled with packages and products donated by local businesses and individuals. Some examples of exciting and valuable additions to our auction may include:

- Travel packages or accommodations (airline tickets, cottage/villa stays, hotel stays, etc.)
- An experience package (sports/event tickets, private dinners, admission passes to top attractions, etc.)
- Popular items such as electronics, tech gadgets, golf essentials, wines and treats
- Gift certificates to local stores or restaurants (\$100-\$500+ in value)

CONFIRMATION FORM

Thank you for your support to 2025 Hong Fook Gala.

Sponsorships

- 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 \$ _____
- Entertainment Sponsor (\$7,500) - only 1 available \$ _____
- Reception Sponsor (\$5,000) - only 1 available \$ _____
- Wine Sponsor (\$2,500) - only 1 available \$ _____
- Centrepiece Sponsor (\$2,500) - only 1 available \$ _____
- Photo Booth Sponsor (\$2,500) - only 1 available \$ _____

Gala Program Book Advertisement

- Program Book Full Page Inside Back Cover (\$1,500) \$ _____
- Program Book Full Page Ad (\$1,000) \$ _____
- Program Book Half Page Ad (\$550) \$ _____
- Program Book Quarter Page Ad (\$350) \$ _____

Gala Tickets

- I would like to host _____ Supporter Table (\$3,000/per table).
- I would like to order _____ Gala tickets at \$275/each **till April 30, 2025**; \$300/each from May 1, 2025.

Others

- I would like to order _____ Raffle tickets (1 for \$10 | 5 for \$40 | 10 for \$60 | 25 for \$100).
- I would like to make a donation of \$_____ to Hong Fook Mental Health Foundation.
- I would like to make a gift donation to 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)
- EFT/Wire Transfer info available upon request

For further information, please contact Wendy Huynh at 416-903-0283 or whuynh@hongfook.ca.

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