

龍宴

DRAGON BALL 2022

ANNUAL BENEFIT GALA FOR



**Yee Hong Community
Wellness Foundation**

頤康基金會

Saturday, February 5,
Metro Toronto Convention
Centre

SPONSORSHIP PACKAGE



YEE HONG COMMUNITY WELLNESS FOUNDATION

Yee Hong Community Wellness Foundation is the fundraising arm of the Yee Hong Centre for Geriatric Care. Since 1994, Yee Hong Centre has offered an expansive continuum of care to seniors of different ethnic backgrounds, including Chinese, South Asian, Japanese, Vietnamese, Filipino, Korean, Indonesian and Portuguese. As the largest not-for-profit provider of geriatric care in Canada, Yee Hong operates 805 long-term care beds and a 10-bed residential hospice in the Greater Toronto Area. Along with various outreach programs and housing services, over 15,000 seniors and families across the Greater Toronto Area are under the care of Yee Hong every year.

YEE HONG ENTERS A NEW ERA OF EXPANSION

The fast-aging population of our community means that Yee Hong needs to expand its services. In addition to our four existing long-term care centres, Yee Hong is embarking on our “Love Gives” capital campaign to build three more nursing homes and add 800 more licensed beds to our capacity. Our initial goal is to raise \$80 million as our equity stake to kick-start construction. We are committed to addressing the urgent long-term care situation in Ontario, where 40,000 seniors are currently waiting for a long-term care bed, and the wait time for a Yee Hong bed can be as long as 10 years.

YEE HONG DURING COVID-19

Thanks to the leadership of our executive team, Yee Hong activated its pandemic plan earlier than many other nursing homes. During the first wave of COVID-19, the dedicated frontline staff of the four Yee Hong centres performed exceptionally well in keeping every resident safe. While we ride the ups and downs of every wave of the pandemic, Yee Hong has kept the situation well under control. In these unusual times, we see an ever-increasing demand of quality elderly care as provided by Yee Hong.

DRAGON BALL 2022

Dragon Ball 2022 will mark the 33rd anniversary of Yee Hong’s flagship fundraising gala in the Year of the Tiger. The gala has long been one of Toronto’s most anticipated events with over 1,000 patrons gathering to celebrate the Chinese New Year and philanthropic spirit. Dragon Ball will return to the **Metro Toronto Convention Centre on Saturday, February 5, 2022** (the 5th day of the Chinese New Year of the Tiger) with a new and exciting feature for our new normal.

In 2021, we hosted our first-ever virtual Dragon Ball gala, reaching an audience of over 30,000 on multiple platforms. Inspired by this result, Dragon Ball 2022 will be a hybrid event with both online and in-person components so as to share the joy of celebration with more Yee Hong supporters, in our community and around the world. The online Dragon Ball will provide a great alternative for sponsors and guests who wish to stay in the comfort of their own home. Participants of the online gala option will still enjoy the traditional Dragon Ball gourmet food experience, with specially curated menus from select restaurants and vendors.



DRAGON BALL 2022

– Program Highlights

Spectacular performances

We'll feature the spectacular musical performance "Dragon Phoenix" (大龍鳳) by the Hong Kong Chinese Orchestra (HKCO) at Dragon Ball 2022. Eighty HKCO musicians will perform this masterpiece virtually, signifying auspiciousness and good wishes. The lineup of over 30 musical instruments and two dancing lions will give us a stunning moment to celebrate the Chinese New Year.



More to come...



Networking opportunity
with politicians and
business leaders



Excitement from live and
silent auctions



Luxury culinary
experience with
gourmet foods

VIRTUAL DRAGON BALL 2021

– An Unusual Yet Successful Gala for Unusual Times

The virtual Dragon Ball 2021 featured a wide range of performers and performance from Canada, the U.S., Hong Kong and China.

Entertaining songs by celebrity superstars from China



Intriguing performances by the Canadian Opera Company



Award-winning Greek Canadian singer Chairman George sang in Chinese



Cooking demonstration by MasterChef Eric Chong and Michelin Chef Alvin Leong



Touching performance by Hong Kong-Canadian artist Joyce Cheng



Traditional Chinese face-changing show by local master



Local artist and restaurateur gave us Chinese-themed demos of art and drink



Spectacular festive dances by the Hong Kong Dance Company



A rendition of Chopin's Fantaisie-Impromptu by William Zhang, an 8-year-old piano prodigy



Our MCs Jessica Tsang, a healthcare professional, and Devo Brown, host of Breakfast Television.



The virtual Dragon Ball attracted 30,000 views on multiple platforms. To watch the show:

<https://www.youtube.com/watch?v=tiXsY6Mq19I>

DRAGON BALL 2021 SPONSORS

Special thanks to our sponsors, donors, ticket buyers and volunteers for supporting the first virtual Dragon Ball. Without these amazing contributions, Yee Hong would not have accomplished the impossible and raised over \$700,000 during a pandemic.

Milestone Sponsor



Dragon Sponsors



Prosperity Sponsor

Golden Sponsors



Supporting Partners



Culinary Partners

Production Partners

Media Sponsors





PRESENTING SPONSOR ~ \$100,000

A Presenting Sponsor will enjoy the following benefits:

GALA PROFILE

- Sponsor's President/CEO will be invited to act as the Dragon Ball Honorary Chair
- Four Benefactor Tables of 8 guests each (total of 32 gala tickets)
- A full-page ad in a premium position (outside back cover) of the Dragon Ball Program Book and Post-Event Magazine
- A dedicated page for the Honorary Chair's messages in the Program Book and Post Event Magazine

BRAND RECOGNITION

Presenting Sponsor's logo and/or name will be featured in the following items:

- Dragon Ball 2022 promotional materials (posters, print ads, display backdrop, etc.)
- Onsite banner and screen display
- A full-page editorial write-up in the Dragon Ball Program Book
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsors' Appreciation Event
- Yee Hong Annual Report

MEDIA PUBLICITY

Presenting Sponsor's logo and/or name will be featured on the following media platforms:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube and WeChat
- Dragon Ball TV commercials and radio ads
- Dragon Ball website with logo display and hotlink to the Sponsor's website

SPECIAL OPPORTUNITIES

As the Presenting Sponsor, you will receive these special benefits:

- Name mentioning/logo display at one of Dragon Ball's special on-site activations
- Speaking opportunities at Dragon Ball media events
- Opportunity to provide branded Gala Table prizes (160 pieces, min. \$20 each)
- Opportunity to set up a customized 10' x 10' booth onsite
- Acknowledgement in the welcome remarks given by Yee Hong's leaders at the Gala
- Volunteer and leadership opportunities for Sponsor's employees
- Special invitation to Sponsor's employees and families to tour Yee Hong Centres
- Recognition as "Corporate Community Champion" if Sponsor continues its support as Presenting Sponsor of Dragon Ball 2023

VIRTUAL DRAGON BALL SHOW PUBLICITY

The show will be broadcasted on YouTube, Facebook and other online platforms. As the Presenting Sponsor, you will receive these publicities during the online show:

- 60-second speaking opportunity (pre-recorded)
- 30-second promotional video to be run three (3x) times
- Logo display on billboards

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*





REGAL, LEGACY OR IMPERIAL SPONSOR ~ \$60,000

A Regal, Legacy or Imperial Sponsor will enjoy the following benefits:

GALA PROFILE

- Three Benefactor Tables of 8 guests each (total of 24 gala tickets)
- A full-page ad in a prominent position of the Dragon Ball Program Book and Post-Event Magazine

BRAND RECOGNITION

Regal, Legacy or Imperial Sponsor's logo and/or name will be featured in the following items:

- Dragon Ball 2022 promotional materials (posters, print ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsors' Appreciation Event
- Yee Hong Annual Report

MEDIA PUBLICITY

Regal, Legacy or Imperial Sponsor's logo and/or name will be featured on the following media platforms:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube and WeChat
- Dragon Ball TV commercials and radio ads
- Dragon Ball website with logo display and hotlink to the Sponsor's website

SPECIAL OPPORTUNITIES

As the Regal, Legacy or Imperial Sponsor, you will receive these special benefits:

- Name mentioning/logo display at one of Dragon Ball's special on-site activations
- Opportunity to provide branded Gala Table prizes (160 pieces, min. \$20 each)
- Opportunity to set up a customized 10' x 10' booth onsite

VIRTUAL DRAGON BALL SHOW PUBLICITY

The show will be broadcasted on YouTube, Facebook and other online platforms. As the Regal, Legacy or Imperial Sponsor, you will receive these publicities during the online show:

- 60-second speaking opportunity (pre-recorded)
- 30-second promotional video to be run three (2x) times
- Logo display on billboards

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*





DRAGON SPONSOR ~ \$38,000

A Dragon Sponsor will enjoy the following benefits:

GALA PROFILE

- Two Benefactor Tables of 8 guests each (total of 16 gala tickets)
- A full-page ad of the Dragon Ball Program Book and Post-Event Magazine

BRAND RECOGNITION

Dragon Sponsor's logo and/or name will be featured in the following items:

- Dragon Ball 2022 promotional materials (posters, print ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsors' Appreciation Event
- Yee Hong Annual Report

MEDIA PUBLICITY

Dragon Sponsor's logo and/or name will be featured on the following media platforms:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube and WeChat
- Dragon Ball TV commercials and radio ads
- Dragon Ball website with logo display and hotlink to the Sponsor's website

SPECIAL OPPORTUNITIES

As the Dragon Sponsor, you will receive these special benefits:

- Name mentioning/logo display at one of Dragon Ball's special on-site activations
- Opportunity to provide branded Gala Table prizes (80 pieces, min. \$20 each)

VIRTUAL DRAGON BALL SHOW PUBLICITY

The show will be broadcasted on YouTube, Facebook and other online platforms. As the Dragon Sponsor, you will receive these publicities during the online show:

- 60-second speaking opportunity (pre-recorded)
- 30-second promotional video to be run three (1x) times
- Logo display on billboards

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*





GOLDEN SPONSOR ~ \$20,000

A Golden Sponsor will enjoy the following benefits:

GALA PROFILE

- One Benefactor Table of 8 guests (total of 8 gala tickets)
- A full-page ad of the Dragon Ball Program Book and Post-Event Magazine

BRAND RECOGNITION

Golden Sponsor's logo and/or name will be featured in the following items:

- Dragon Ball 2022 promotional materials (posters, print ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsors' Appreciation Event
- Yee Hong Annual Report

MEDIA PUBLICITY

Golden Sponsor's logo and/or name will be featured on the following media platforms:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube and WeChat
- Dragon Ball website with logo display and hotlink to the Sponsor's website

VIRTUAL DRAGON BALL SHOW PUBLICITY

The show will be broadcasted on YouTube, Facebook and other online platforms. As the Golden Sponsor, you will receive these publicities during the online show:

- Logo display on billboards

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*





COMMUNITY SPONSOR ~ \$12,000

A Community Sponsor will enjoy the following benefits:

GALA PROFILE

- Four Benefactor Tickets
- A half-page ad of the Dragon Ball Program Book and Post-Event Magazine

BRAND RECOGNITION

Community Sponsor's logo and/or name will be featured in the following items:

- Dragon Ball 2022 promotional materials (posters, print ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsors' Appreciation Event
- Yee Hong Annual Report

MEDIA PUBLICITY

Community Sponsor's logo and/or name will be featured on the following media platforms:

- Media releases, including print and online
- Yee Hong's social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube and WeChat
- Dragon Ball website with logo display and hotlink to the Sponsor's website

VIRTUAL DRAGON BALL SHOW PUBLICITY

The show will be broadcasted on YouTube, Facebook and other online platforms. As the Community Sponsor, you will receive these publicities during the online show:

- Logo display on billboards

BOOTH SPONSOR ~ \$5,000

A Booth Sponsor will enjoy the following benefits:

GALA PROFILE

- Two Benefactor Tickets
- Name and logo to be displayed at one of Dragon Ball's special on-site activations
- A quarter-page ad of the Dragon Ball Program and Post-Event Magazine
- Invitation to Dragon Ball pre-events and Sponsors' Appreciation Event
- Dragon Ball website with logo display and hotlink to the Sponsor's website

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*





BENEFACTOR TABLE ~ \$6,000

A Benefactor Table Sponsor will enjoy the following benefits:

GALA PROFILE

- One Benefactor Table of 8 guests (total of 8 gala tickets) + 2 culinary certificates
- Acknowledgement in the Dragon Ball Program Book and Post-Event Magazine
- Promotional option for only \$500 extra: A full page ad in the Dragon Ball Program Book and the Dragon Ball Post-Event Magazine (this is equivalent to a \$2,500 discount)
- Partially tax-receiptable

SUPPORTER TABLE ~ \$4,800

A Supporter Table Sponsor will enjoy the following benefits:

GALA PROFILE

- One Supporter Table of 8 guests (total of 8 gala tickets) + 2 culinary certificates
- Partially tax-receiptable

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*





2022 Dragon Ball Sponsorship Confirmation Form

- Presenting Sponsor (\$100,000) – Only 1 available \$ _____
- Regal, Legacy or Imperial Sponsor (\$60,000) – Only 1 each \$ _____
- Dragon Sponsors (\$38,000) – Multiple Opportunities \$ _____
- Golden Sponsors (\$20,000) – Multiple Opportunities \$ _____
- Community Sponsor (\$12,000) – Multiple Opportunities \$ _____
- Booth Sponsorship (\$5,000) – Multiple Opportunities \$ _____
- I am unable to attend, but I would like to make a contribution \$ _____

Sponsor/Donor's Information

Full Name: _____

Title: _____

Company: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Please return completed forms to:

Sponsorship/Financial Donation:

Maureen Tang

Director of Development

Phone: 416.321.0777 Ext. 1814

Fax: 416.321.0778

Email: maureen.tang@yeehong.com

Auction Item/Table Prize Donation:

Katherine Hui

Administrator

Phone: 416.321.0777 Ext. 1812

Fax: 416.321.0777

Email: katherine.hui@yeehong.com

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*



Gala Ticket Reservation Form

Name: _____

Company: _____

Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Tel: _____ Email Address: _____

Please reserve _____ Benefactor Table(s)
i.e. Table of 8 + 2 culinary certificates at \$6,000 each \$ _____

Please reserve _____ Benefactor Ticket(s) at \$600 each \$ _____

Please reserve _____ Supporter Table(s)
i.e. Table of 8 + 2 culinary certificates at \$4,800 each \$ _____

Please reserve _____ Supporter Ticket(s) at \$480 each \$ _____

I am unable to attend, but I would like to make a contribution \$ _____

Total: \$ _____

Payment Methods: Visa Mastercard AMEX Please send invoice

Cheque enclosed

(Please make cheque payable to Yee Hong Community Wellness Foundation)

Name on Credit Card: _____

Credit Card Number: _____ Expiry Date: _____ CVV: _____

Signature: _____ Date: _____

Please return completed form to:

Katherine Hui

Administrator

Phone: 416.321.0777 Ext. 1812

Fax: 416.321.0778

Email: katherine.hui@yeehong.com

**Dragon Ball 2022 is subject to and may be affected by future restrictions on in-person gatherings.*



