



# 龍宴

**DRAGON BALL**

Saturday, February 10, 2024

**Sponsorship Package**



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YEE HONG COMMUNITY  
WELLNESS FOUNDATION

## YEE HONG COMMUNITY WELLNESS FOUNDATION

Founded in 1987, Yee Hong Community Wellness Foundation established Yee Hong Centre for Geriatric Care in the early 1990s and has been raising funds for the Centre's development and operation for over three decades. Since the official opening of its first nursing home in 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 one of the largest not for profit providers of geriatric care in Canada, Yee Hong operates 805 long term care beds and a 10 bed hospice residence 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 EXPANSION

Canada's fast aging population now includes over 7 million seniors over the age of 65. **The wait time for a long term care bed at Yee Hong can be as long as 10 years in comparison to the provincial average of 152 days.** Yee Hong is committed to addressing the urgent long term care situation in Ontario by building three more nursing homes and adding 800 licensed beds to our current capacity. The "Love Gives" Capital Campaign, launched in February 2022, has raised \$12 million towards the \$80 million campaign goal. The groundbreaking ceremony of the new Finch Centre is expected to be held before the end of 2023.

## DRAGON BALL 2024

Dragon Ball 2024 will mark the 35th anniversary of Yee Hong's flagship fundraising gala in the Year of the Dragon. The gala has long been one of Toronto's most anticipated events with over 1,200 patrons gathering to celebrate the Chinese New Year and philanthropic spirit. We are excited to announce that Dragon Ball will take place at the Metro Toronto Convention Centre on Saturday, February 10, 2024 (Chinese New Year Day).

After two years of Dragon Ball being held virtually, the 2023 gala was a sold out event with overwhelming support from sponsors, donors and the community. A condensed version of Dragon Ball 2023 was aired on OMNI TV and online. Dragon Ball 2024 will also be available online for Yee Hong supporters in our community and around the world to join in the joy of celebration.

# DRAGON BALL 2023 SPONSORS

Special thanks to our sponsors, donors, ticket buyers and volunteers for supporting Dragon Ball in 2023. Without these amazing contributions, Yee Hong would not have accomplished the impossible and raised over \$965,000.

## MILESTONE SPONSOR



## BAUHINIA SPONSOR



## DRAGON SPONSORS



## GOLDEN SPONSORS



## COMMUNITY SPONSORS



## MEDIA SPONSORS



## SOCIAL MEDIA PARTNER



## PRODUCTION PARTNERS



# PRESENTING SPONSOR

\$100,000

## Gala Profile

*As the Presenting Sponsor, you will have:*

- Sponsor's President/CEO will be invited to act as the Dragon Ball Honourary Chair
- Four Benefactor Tables of 10 guests each (total of 40 gala tickets)
- Full page ad in a premium position (outside back cover) of the Dragon Ball Programme Book and Post-Event Magazine
- Dedicated page for the Honourary Chair's messages in Programme Book and Post Event Magazine

## Brand Recognition

*Your corporate logo and/or name will be featured on:*

- Dragon Ball 2024 promotional material (posters, ads, display backdrop, etc.)
- Onsite banner and screen display
- A full-page write up on the Sponsor in Dragon Ball Programme Book
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor's Appreciation Event
- Yee Hong Annual Report

## Media Publicity

*Your corporate logo and/or name will be featured on:*

- 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 linked 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 2025

## Virtual Dragon Ball Show Publicity

*As the Presenting Sponsor, you will receive the following 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 2024 is subject to and may be affected by future restrictions on in-person gatherings.

# REGAL, LEGACY, OR IMPERIAL SPONSOR

\$60,000

## Gala Profile

*As the Regal, Legacy, or Imperial Sponsor, you will receive:*

- Three Benefactor Tables of 10 guests each (total of 30 gala tickets)
- Full page ad in a prominent position of the Dragon Ball Programme Book and Post-Event Magazine

## Brand Recognition

*Your corporate logo and/or name will be featured on:*

- Dragon Ball 2024 promotional material (posters, ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor's Appreciation Event
- Yee Hong Annual Report

## Media Publicity

*Your corporate logo and/or name will be featured on:*

- 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 linked 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

*As the Regal, Legacy, or Imperial Sponsor, you will receive the following during the online show:*

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

\*Dragon Ball 2024 is subject to and may be affected by future restrictions on in-person gatherings.

# DRAGON SPONSOR

\$42,000

## Gala Profile

*As a Dragon Sponsor, you will receive:*

- Two Benefactor Tables of 10 guests each (total of 20 gala tickets)
- Full page ad in the Dragon Ball Programme Book and Post-Event Magazine

## Brand Recognition

*Your corporate logo and/or name will be featured on:*

- Dragon Ball 2024 promotional material (posters, ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor's Appreciation Event
- Yee Hong Annual Report

## Media Publicity

*Your corporate logo and/or name will be featured on:*

- 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 linked to the Sponsor's website

## Special Opportunities

*As a 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

*As a Dragon Sponsor, you will receive the following during the online show:*

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

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## GOLDEN SPONSOR

\$25,000

### Gala Profile

*As the Golden Sponsor, you will receive:*

- One Benefactor Table of 10 guests each (total of 10 gala tickets)
- Full page ad in the Dragon Ball Programme Book and Post-Event Magazine

### Brand Recognition

*Your corporate logo and/or name will be featured on:*

- Dragon Ball 2024 promotional material (posters, ads, display backdrop, etc.)
- Onsite banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor's Appreciation Event
- Yee Hong Annual Report

### Media Publicity

*Your corporate logo and/or name will be featured on:*

- 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 linked to the Sponsor's website

### Virtual Dragon Ball Show Publicity

*As a Golden Sponsor, you will receive the following during the online show:*

- Logo display on billboards



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# COMMUNITY SPONSOR

\$15,000

## Gala Profile

*As the Community Sponsor, you will receive:*

- Six (6) Benefactor Tickets
- Half page ad in the Dragon Ball Programme Book and Post-Event Magazine

## Brand Recognition

*Your corporate logo and/or name will be featured on:*

- Dragon Ball 2024 promotional material (posters, ads, display backdrop, etc.)
- Online banner and screen display
- Appreciation and thank you ads
- Invitation to Dragon Ball pre-events and Sponsor's Appreciation Event
- Yee Hong Annual Report

## Media Publicity

*Your corporate logo and/or name will be featured on:*

- 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 linked to the Sponsor's website

## Virtual Dragon Ball Show Publicity

*As a Community Sponsor, you will receive the following during the online show:*

- Logo display on billboards



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## BENEFACTOR TABLE

\$8,800

### Gala Profile

*As a Benefactor Table Sponsor, you will receive:*

- One Benefactor Table of 10 guests (total of 10 gala tickets)
- Acknowledgement in the Dragon Ball Programme Book and Post-Event Magazine
- Promotional option for only \$500 extra: Full page ad in the Dragon Ball Programme Book and Post-Event Magazine (equivalent to \$2,500 discount)
- Partially tax-receiptable



## SUPPORTER TABLE

\$6,600

### Gala Profile

*As a Supporter Table Sponsor, you will receive:*

- One Supporter Table of 10 guests (total of 10 gala tickets)
- Partially tax-receiptable

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## 2024 Dragon Ball Confirmation Form

Presenting Sponsor (\$100,000) - Only 1 available \$ \_\_\_\_\_  
Regal, Legacy or Imperial Sponsor (\$60,000) - Only 1 each \$ \_\_\_\_\_  
Dragon Sponsors (\$42,000) - Multiple Opportunities \$ \_\_\_\_\_  
Golden Sponsors (\$25,000) - Multiple Opportunities \$ \_\_\_\_\_  
Community Sponsor (\$15,000) - Multiple Opportunities \$ \_\_\_\_\_  
Please reserve \_\_\_\_\_ Benefactor Table(s) (Table of 10 guests) at \$8,800 each \$ \_\_\_\_\_  
Please reserve \_\_\_\_\_ Benefactor Ticket(s) at \$880 each \$ \_\_\_\_\_  
Please reserve \_\_\_\_\_ Supporter Table(s) (Table of 10 guests) at \$6,600 each \$ \_\_\_\_\_  
Please reserve \_\_\_\_\_ Supporter Ticket(s) at \$660 each \$ \_\_\_\_\_  
I am unable to attend, but I would like to make a contribution \$ \_\_\_\_\_  
Total: \$ \_\_\_\_\_

### Sponsor/Donor's Information

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Signature: \_\_\_\_\_

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



**關愛長者 傳承愛心**

**TRADITION CONTINUES LEGACY LIVES ON**

**CONTACT US**

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