



## Chinese Canadian National Council (London Chapter)

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*Dragon Gala*

Dear Friends,

It is our great pleasure to invite you to join us in celebrating the most exciting festival on the Chinese lunar calendar! The Chinese community in London will be celebrating the Year of the Rooster on Saturday, February 11<sup>th</sup> 2017 at the London Convention Centre. The theme for 2017 is “Rise With the Dragon Gala”.

This popular annual fundraising gala begins with a cocktail reception at 5:00pm while you and your guests mingle over delicious Hors d’oeuvres. The dinner features a multi-course fusion Chinese cuisine at 7:00pm. In addition to colourful cultural entertainment; there will be auctions as well as raffle prizes throughout the evening. By popular request; we have added an after dinner dance for those who wish to stay and party with their guests without leaving the Convention Centre!

With several key sponsors, the gala provides a venue to celebrate, embrace our culture and share our success. Last year’s gala was nominated and ranked as one of the finalists as People’s Choice Favourite Event as presented by the London Region of Ontario Restaurant Hotel and Motel Association. This year we’ll be pushing the bar even higher with performances that will be sure to dazzle. Gala patrons will be invited to help crown the winning team from our entertainment partner for the evening, Western Music. The winning team will receive a competition prize of \$3,000. We have again committed to raise and donate \$10,000 to our Choice Charity Partner. This year we are happy to announce that it is the Alzheimer Society London and Middlesex. Remaining proceeds from this gala will be earmarked to sustain programs and services for its members as well as to the Chinese and London communities.

Attached, you will find the event sponsorship opportunities and details. Please consider your support for this wonderful event and charity by reviewing the enclosed sponsorship opportunities or simply be a table host for your guests. We will be in touch with you shortly and please feel free to contact either Jeff or myself if you have any questions in the meantime. As this event sells out promptly each year; please reserve your tables soon to avoid disappointment.

Wishing you a Healthy and Prosperous Year of the Rooster!

Fran Tran  
2017 Dragon Gala Chair  
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(519) 520-6400

Jeff Fung  
2017 Dragon Gala Co-Chair  
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# Sponsorship levels & benefits\*:

*\* (Dragon Gala may introduce Platinum Sponsor should there be major engagement in programming; committed sponsors will have an opportunity to upgrade)*

## 1. Gold Sponsors - \$ 7,500

- Identified as the exclusive Gold Sponsors on all promotional materials
- Sponsors invited to participate in the Event and Media launch
- Opportunity for company representative to participate in the evening's agenda
- 20 complimentary dinner tickets
- 4 complimentary bottles of wine
- Full 2 page spread advertisement in Gala dinner program book
- Approved corporate display as part of event stage presentation
- Corporate name & logo on overhead during the event

## 2. Silver Sponsor - \$ 3,500

- 10 Complimentary dinner tickets
- 2 Complimentary bottles of wine
- Sponsors invited to participate in the Event and Media launch
- Corporate name on overhead
- One full-page advertisement in the Gala program book
- Recognition in local Chinese Newspaper

## 3. Bronze Sponsors - \$ 2,500

- 10 Complimentary dinner tickets
- 2 Complimentary bottles of wine
- Name on table and overhead
- Half page advertisement in Gala Program

## 4. Table Hosts - \$ 1,280 (Coordinated seating)

## 5. Event Reception sponsor - \$ 2,000

- One sponsor as the exclusive host for the evening's reception
- Exclusive signage and acknowledgement in Gala program
- Corporate name on overhead
- The sponsor will have preferred table seating if combined as a table host
- The sponsor will be invited to Event and Media launch
- The sponsor will have the opportunity to incorporate corporate branding into reception theme and reception set-up

## 6. Table Gifts Sponsors - \$ 2,000

- One sponsor as the exclusive gift sponsor for the evening's guests
- The sponsor will have customized branding on each of the table gifts
- Exclusive signage and acknowledgement in program book
- The sponsor will have preferred seating if combined as a table host
- The sponsor will be invited as guest to Event and Media launch
- Corporate name on overhead

## 7. Wine sponsors - \$ 2,000 (Limited to 2 sponsors)

- Two sponsors as the Wine sponsors for sponsoring table guests
- Acknowledgement from M.C. and program book
- The sponsor will have preferred seating if combined as a table host
- The sponsor will have customized branding with wine at each table
- Corporate name on overhead

## 8. Performance Sponsor - \$ 500/performance

(charitable receipt from Western Univ, 8 performances, \$4,000 max)

- Acknowledgement in the program book
- Opportunity for a photo with the performers sponsored
- Acknowledgement from M.C. before and after performance

## 9. Donation of Live Auction items and Raffles & Door prizes

- Live auction items should have a min. retail value of \$ 500
- Opportunity to present live auction items if preferred
- All donors acknowledged in program listing
- Raffle ticket draw prizes should have a min. retail value \$ 250
- Raffles prize sponsors will have opportunity to present

## 10. Advertising in Program Book

Back Cover - \$ 1000

Inside full page - \$ 750

Half page (4.5" X 3.75") - \$ 400

All advertisements have to be camera ready for print.

|                         |
|-------------------------|
| Inside                  |
| Full page (4.5" x 7.5") |
| <b>\$750.00</b>         |
| Colour                  |

|                       |
|-----------------------|
| Inside                |
| ½ page (4.5" x 3.75") |
| <b>\$400.00</b>       |

