

Chinese Canadian National Council (London Chapter)

EMBED PBrush

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Dear Friends,

We wish to thank you and your company for the annual support of our Chinese New Year Celebration.

The Chinese community in London will be celebrating the Year of the Pig on Saturday, February 9th 2019 at the London Convention Centre. The theme for 2019 is "The Celebration of 2019 Dragon Gala".

This popular annual fundraising gala begins with a cocktail reception at 5:00 pm; while you and your guests mingle over delicious Hors d'oeuvres and dress up with the tradition of the Chinese clothing. 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 and embrace our culture while sharing our successes. This year we have selected Childreach as our Choice Charity Partner. As with previous charity partners, the gala committee has committed to donating \$10,000 to Childreach. Remaining proceeds from this gala will be earmarked to sustain programs and services for its CCNC 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 Ian; 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 Pig!

Ian Cheng, P. Eng.
2019 Dragon Gala Chair
ianicheng@rogers.com
519-521-1225

Joseph Huang
2019 Dragon Gala Vice Chair
huangj@rogers.com
226-239-0385

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
- 2 tables of 10 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

- 1 table of 10 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

3. Bronze Sponsors - \$ 2,500

- 1 table of 10 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

(4-5 sponsorship opportunities available)

- 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")
\$750.00

Inside
½ page (4.5" x 3.75")
\$400.00

2017 Dragon Gala Sponsorship Benefits

Benefits	Gold	Silver	Bronze	Reception	Table Gift	Wine	Entertainment
	\$7,500.00	\$3,500.00	\$2,500.00	\$2,000.00	\$2,000.00	\$2,000.00	\$500.00
Sponsorship acknowledgement on all promotional materials	x						
Approved corporate display as part of event stage presentation	x						
Opportunity for company representative to participate on evening's agenda	x						
Complimentary advertisement on dragon gala website	x						
Sponsors to participate in Event and Media launch	x	x		x			
Recognition in Chinese newspaper	x	x					
Corporate name and logo on overhead during event	x	x	x	x	x	x	
Complimentary gala tickets	20	10	10				
Complimentary bottles of wine	4	2	2				
Advertisement in gala program book	2 full color	1 full b/w	1/2 b/w				
Preferred seating assignment	1 st	2 nd	3 rd	2 nd combined	2 nd combined	2 nd combined	
Acknowledgement in program book				x	x	x & MC	X & MC
Customized branding on items					x	x	
Photo opportunity with performers sponsored							X & MC
Announcement							B4 & aft