



全加華人協進會倫敦分會
Chinese Canadian National Council
London Chinese Cultural Centre

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Dear Friends,

On behalf of CCNC and the Dragon Gala committee, we wish to invite you and your company to join and support our annual Chinese New Year Celebration. The Chinese community in London will be celebrating the Year of the Rat on Saturday, February 8th, 2020 at RBC Place London (formerly London Convention Centre).

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. The dinner, which starts at 7:00 pm, will feature a multi-course fusion of Chinese cuisine. In addition to colourful cultural entertainment, there will be live and silent 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 RBC Place London.

This year, we have selected El Sistema Aeolian as our Choice Charity Partner. The gala committee has committed to donating \$10,000 to El Sistema Aeolian. The remaining proceeds from the event will be earmarked to sustain programs and services for CCNC members, as well as for the Chinese and London communities.

With the generosity of several key sponsors, the Dragon Gala provides a venue to celebrate and embrace our culture, while sharing our organization's successes. Please consider your support for this wonderful event and charity through the enclosed sponsorship opportunities, or consider being a table host for your guests.

We will be in touch with you in the near future, but should you have any questions in the meantime, please feel free to contact our Dragon Gala Co-Chairs, Alan Chan or Vivian Iron (contact details below). 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 Rat!

Alan Chan
2020 Dragon Gala Co-Chair
Alan.Chan@Wirelesswave.ca
519-697-2828

Vivian Iron
2020 Dragon Gala Co-Chair
Vivian.Iron@siskinds.com
519-660-7763

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 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
- Corporate name & logo on overhead and table during the event
- Full 2-page advertisement in the Gala dinner program book

2. Silver Sponsors - \$3,500

- Sponsors invited to participate in the Event and Media launch
- 1 table of 10 dinner tickets
- 2 complimentary bottles of wine
- Corporate name on the overhead and table during the event
- One full-page advertisement in the Gala program book

3. Bronze Sponsors - \$2,500

- 1 table of 10 dinner tickets
- 1 complimentary bottle of wine
- Corporate name on table during the event
- Half-page advertisement in the Gala program book

4. Table Hosts - \$ 1,280

- 1 table of 10 dinner tickets
- Co-ordinated seating for multiple tables

5. Event Reception Sponsor - \$ 3,000

(exclusive opportunity)

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

6. Table Gifts Sponsor - \$ 2,500

(exclusive opportunity)

- 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 the Gala program book
- The sponsor will have preferred seating if combined as a table host
- The sponsor will be invited to the Event and Media launch

7. Wine Sponsors - \$ 2,000

(limited to 2 sponsors)

- Two Wine sponsors for sponsored table guests
- Acknowledgement in the Gala program book
- The sponsor will have preferred seating if combined as a table host
- The sponsor will have customized branding with wine at each of the sponsored tables

8. Performance Sponsors - \$ 500 / performance

(4-6 sponsorship opportunities available)

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

9. Donation of Live Auction items and Raffle & Door prizes

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

10. Advertising in Gala Program Book

- Back Cover - \$ 1000
- Inside Full page - \$ 750
- Half page (4.5" X 3.75") - \$ 400

Inside
Full Page (4.5" x 7.5")
\$750.00

Inside
½ page (4.5" x 3.75")
\$400.00



PATRON PROGRAM

***GIFT OF MUSIC, GIFT
OF COMMUNITY***

SUPPORTING THE PROGRAM

El Sistema Aeolian is a program run by The Aeolian based on a program founded in Venezuela in 1975. This initiative has grown to include programs in 87 countries and has won TED, UNESCO and Glenn Gould Awards.

It is a free, intensive afterschool music program. Aeolian's El Sistema Program was founded in 2011. The program is built on a set of values and parameters and not a homogenized curriculum. On April 28th, 2015, the Mayor of the City of London gave El Sistema Aeolian a Pillar Community Innovation Award in recognition of outstanding community impact.

El Sistema Aeolian is a scholarship-based program with no cost to families. Participants benefit from:

- 2-3 hours daily for a minimum of three days and up to five days
- Instruction includes orchestra, choir, and instruments such as violin, viola, cello, piano as well as brass and woodwinds
- Instruments are provided to participants to use while they are in the program
- A team of committed, highly qualified, and experienced faculty and outstanding volunteers
- Daily hot meals are provided to all participants
- Participation in 10-20 performances each year at Aeolian Hall, Cronyn Campus and in community spaces
- Field trips and opportunities to experience music outside the classroom
- Leadership development opportunities

