

Sing For Your Heart™ Fundraising Gala 2017

Corporate Sponsorship Opportunities

May 27th 2017

Sheraton Parkway Toronto North
Hotel & Suites



The Heart and Stroke Foundation's mission is to prevent disease, save lives and promote recovery. A volunteer-based health charity, we strive to tangibly improve the health of every Canadian family, every day. 'Healthy lives free of heart disease and stroke. Together we will make it happen'.

Research shows the Heart and Stroke Foundation is recognized by 95% of the population and is the #1 authority on heart disease and stroke in Canada.

The Heart and Stroke Foundation has been a committed partner to the Chinese community since 1992. Supported by the Chinese Canadian Council, the Heart and Stroke Foundation has delivered various initiatives and communications vehicles in the Chinese community for the past 26 years.

Chinese Health Information Forum (CHIF)

**CREATING
SURVIVORS
TOGETHER**

Proceeds support the



HEART &
STROKE
FOUNDATION

One of the signature events hosted by the Chinese Canadian Council, is **Chinese Health Information Forum (CHIF)**, which takes place in the early spring of every year. It has been hosted for over 18 years, attracting and educating over 16,000 participants.

Each year, the Chinese Canadian Council identifies a specific theme to target the latest issues and popular concerns related to heart disease and stroke in the Chinese community. We recruit some of the best doctors, pharmacists, and medical practitioners to present various health topics. Over 1,000 Cantonese- and Mandarin-speaking residents attend this popular event every year.

Sing For Your Heart™ (SFYH)

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Sing For Your Heart™ (SFYH) Fundraising Gala is a glamorous black tie fundraising banquet that embraces music talents, a delicious dinner, spectacular prizes and auction items. This annual gala is the biggest fundraiser organized by the Chinese Canadian Council in support of the Heart and Stroke Foundation.

Sing For Your Heart™ Fundraising Gala reaches its 26th year in 2017, has raised over 2.8 million dollars to date.

Attendees are composed of:

- 30% Caucasians
- 20% South Asians and East Europe Ethnic Background
- 50% Chinese Origin
(20% Mandarin Speaking; 30% Cantonese Speaking)

A complete promotional campaign includes:

- **Advertising** in major Chinese TV, Radio and Newspapers
- **Posters** in major Chinese shopping malls and retail stores
- **Press Conference** to meet face-to-face with the ethnic media
- **Press Releases & Interviews** set up in community newspapers & radio
- **Heartbeat** Chinese Newsletter (Circulation: 40,000)
- **Sing For Your Heart™ Website**
- **Heart and Stroke Foundation Community & Ethnic Engagement Newsletter**

	Total Reach
Print	4,165,088
TV	17,400,000
Radio	13,472,000
Grand Total	35,037,088

Sponsorship Packages



Sing For Your Heart™ (SFYH) & Chinese Health Information Forum (CHIF) Combo Sponsorship Packages:

Honorary Chair	\$26,000.00
Presenting Sponsor	\$19,500.00
Entertainment Sponsor	\$19,500.00
Regal Sponsor	\$13,000.00
Diamond Sponsor	\$7,600.00
Platinum Sponsor	\$6,300.00
Gold Sponsor	\$5,000.00

Sponsorship Packages



Sing For Your Heart™ (SFYH) only Sponsorship Packages:

Honorary Chair	\$20,000.00
Presenting Sponsor	\$15,000.00
Entertainment Sponsor	\$15,000.00
Regal Sponsor	\$10,000.00
Diamond Sponsor	\$5,800.00
Platinum Sponsor	\$4,800.00
Gold Sponsor	\$3,800.00
Honorary Table	\$4,500.00
Corporate Table	\$2,500.00
Regular Table	\$1,980.00

Honorary Chair

(\$20,000 SFYH only or \$26,000 SFYH & CHIF)



Please note: You will be recognized in CHIF, only if you are sponsoring both SFYH & CHIF events

- Logo or mentioning in all paid events' promotional broadcast commercials (TV & Radio)
- Logo appearance on all print advertising and collateral materials (newsprint ad, and poster)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event launch media conference
- Opportunity to address media representatives at the media conference
- Display of company banner at the media conference and at the event
- One table (10 guests) with preferential seating at the Gala
- Invitation to address the audience on stage at the event
- Up to 30-sec company commercial projected on video screen during the event (creative to be provided by sponsor)
- One inside full-page color advertisement in the event program

Presenting Sponsor
(\$15,000 SFYH only or \$19,500 SFYH & CHIF)



Please note: You will be recognized in CHIF, only if you are sponsoring both SFYH & CHIF events

- Exclusive advertising opportunity on event tickets
- Logo or mentioning in all paid events' promotional broadcast commercials (TV & Radio)
- Logo appearance on all print advertising and collateral materials (newsprint ad, and poster)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event launch media conference
- Opportunity to address media representatives at the media conference
- One table (10 guests) with preferential seating at the Gala
- Invitation to address the audience on stage at the event
- Up to 30-sec company commercial projected on video screen during the event (creative to be provided by sponsor)
- Display of company banner at the media conference and at the event
- One inside full-page color advertisement in the event program

Entertainment Sponsor

(\$15,000 SFYH only or \$19,500 SFYH & CHIF)



Please note: You will be recognized in CHIF, only if you are sponsoring both SFYH & CHIF events

- Exclusive advertising opportunity on event tickets
- Logo or mentioning in all paid events' promotional broadcast commercials (TV & Radio)
- Logo appearance on all print advertising and collateral materials (newsprint ad, and poster)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event launch media conference
- Opportunity to address media representatives at the media conference
- One table (10 guests) with preferential seating at the Gala
- Invitation to address the audience on stage at the event
- Up to 30-sec company commercial projected on video screen during the event (creative to be provided by sponsor)
- Display of company banner at the media conference and at the event
- One inside full-page color advertisement in the event program

Regal Sponsor
(\$10,000 SFYH only or \$13,000 SFYH & CHIF)



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- Exclusive advertising opportunity on event tickets
- Logo or mentioning in all paid events' promotional broadcast commercials (TV & Radio)
- Logo appearance on all print advertising and collateral materials (newsprint ad, and poster)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event launch media conference
- Opportunity to address media representatives at the media conference
- One table (10 guests) with preferential seating at the Gala
- Invitation to address the audience on stage at the event
- Up to 30-sec company commercial projected on video screen during the event (creative to be provided by sponsor)
- One inside full-page color advertisement in the event program

Diamond Sponsor
(\$5,800 SFYH only **or** \$7,600 SFYH & CHIF)



Please note: You will be recognized in CHIF, only if you are sponsoring both SFYH & CHIF events

- Logo appearance or mentioning in all paid event's promotional broadcast commercials (TV & Radio)
- Logo appearance on all print advertising and collateral materials (newsprint ad, poster)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event launch media conference
- One table (10 guests) with preferential seating at the Gala
- Up to 30-sec company commercial projected on video screen during the event (creative to be provided by sponsor)
- One inside full-page color advertisement in the event program

Platinum Sponsor
(\$4,800 SFYH only or \$6,300 SFYH & CHIF)



Please note: You will be recognized in CHIF, only if you are sponsoring both SFYH & CHIF events

- Logo appearance in paid events' promotional TV commercial
- Logo appearance on all print advertising and collateral materials (newsprint ad, and poster)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event launch media conference
- One table (10 guests) with preferential seating at the Gala
- Up to 30-sec company commercial projected on video screen during the event (creative to be provided by sponsor)
- One inside full-page color advertisement in the event program

Gold Sponsor
(\$3,800 SFYH only **or** \$5,000 SFYH & CHIF)



Please note: You will be recognized in CHIF, only if you are sponsoring both SFYH & CHIF events

- Logo appearance in paid event's promotional TV commercial
- Logo and mentioning on all printed promotional collaterals (newsprint ad, poster, program)
- Logo and link to sponsor's website on SFYH 2017 website
- Invitation to event-launch media conference
- One table (10 guests) with preferential seating at the Gala
- Company logo projected on video screen at the event
- One inside half-page color advertisement in the event program

Honorary Table (\$4,500)



- Distinguished seating with elaborate table decor
- Unique and exclusive menu specially catered for your table
- Best quality food prepared with perfect wine pairing
- Acknowledgment in the program
- Tax deductible receipt for maximum allowable amount

Corporate Table (\$2,500)



- Preferential seating
- Acknowledgment in the program
- Tax deductible receipt for maximum allowable amount

Regular Table (\$1,980)



- Tax deductible receipt for maximum allowable amount

Program-Ad Sponsor



(Program Print-run – 1,000 Copies. Camera Ready Artwork To Be Provided By Advertisers)

- Back Cover Full Page (Full-Color) \$1,800
- Inside Front Cover Full Page (Full-Color) \$1,600
- Inside Back Cover Full Page (Full-Color) \$1,500
- Inside Full Page (Full-Color) \$1,000

Charity Performer (\$4,000)



- Each on stage live Performance \$4,000



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Each year, Sing For Your Heart™ attracts close to 1,000 distinguished guests from the community.



The success of the event relies heavily on support from corporations and organizations.

Your contribution is critical to ensure vital heart and stroke research continues.

We look forward to your favorable response.