



Canadian Multicultural Council Asians in Ontario

6 Garamond Court, Don Mills, ON. M3C 1Z5

www.cmcasians.com

February 22, 2008.

Dear Sir/Madame:

On behalf of the Canadian Multicultural Council – Asians in Ontario (CMC), we would like to invite your company/organization to be a sponsor of the **2008 Asian Heritage Month Celebrations**, which will be bannered by our search for the Young Asian Canadian Idol and our Gala Evening Honouring Outstanding Asian Canadians.

The month of May has been officially declared Asian Heritage Month by the Canadian Senate and is now being celebrated throughout Canada. This occasion offers all Canadians an opportunity to learn more about the history, culture and heritage of Asian Canadians as well as celebrate their role and contribution to the growth, prosperity and history of Canada.

CMC is proud to be involved with Asian Heritage Month and in various charitable activities including fundraising for calamities in Asia, such as the Asian Tsunami & South Asia Earthquake in 2005, Indonesia Earthquake & Philippine Mudslide in 2006 and recent flooding in Bangladesh. Our over 20 member organizations, representing 16 different and regions of Asia, will be organizing a series of events and festivities to celebrate. Any funds raised will be used for its charitable activities. We would like your organization to be a part of it.

As a Sponsor of the 2008 Asian Heritage Month events, your organization will get maximum exposure in the Asian Canadian communities. Your organization will also be recognized for the involvement and commitment to these communities.

We enclose a sponsorship package, information about the events, and also about our organization. We value and appreciate your support. Please do not hesitate to contact me at 416-708-2723 if you would like additional information.

Yours Sincerely,

Joseph A. Chen
President

Dr. Ming-Tat Cheung
Chair – Asian Heritage Month Celebrations

Jose Saavedra
Chair – Young Asian Canadian Idol

Sid Ikeda
Special Ambassador



Asian Heritage Month 2008 Celebration Events

Sponsorship Packages

Title Sponsor	\$38,000
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Benefits include:

- ☆ Title sponsorship recognition on all posters, flyers, brochures, souvenir programs, advertisements, press releases, web site with regards to our May 2008 Asian Heritage Month activities bannered by our Young Asian Canadian Idol Singing Competition as well as our Gala Evening Honoring Outstanding Asian Canadians.
- ☆ Prominent banners display in our major Asian Heritage Month (AHM) Events including press conferences.
- ☆ Preferential or prominent Title Sponsor display table or booth at all major AHM events including the right to distribute information materials.
- ☆ Opportunity to attend various events of our member organizations leading to May Asian Heritage Month and in relation to the 2008 Young Asian Canadian Idol Singing Competition, with opportunities to greet and distribute materials.
- ☆ Preferential placement and special logo recognition on all Posters, Brochures and Flyers.
- ☆ Opportunity to have your representative to speak at all our major AHM events including at press conferences.
- ☆ Complimentary VIP tickets for 20 valued at \$50 each for the following events: Open Competition, Pre-Final Competition, and Final Competition of our Young Asian Canadian Idol Singing Competition with a total value of \$ 3,000.
- ☆ Complimentary VIP tickets for 20 valued at \$100 each or a total value of \$2,000 at our Gala Evening to honour our outstanding Asian Canadians.
- ☆ Coloured Back Cover advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Title Sponsor and Logo recognition with link from our CMC Asians web site to your web site.



Asian Heritage Month 2008 Celebration Events

Sponsorship Packages

Stage Sponsor	\$10,000
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Benefits include:

- ☆ Stage sponsorship recognition on all posters, flyers, brochures, souvenir programs, advertisements, press releases, web site with regards to our May 2008 Asian Heritage Month activities bannered by our Young Asian Canadian Idol Singing Competition as well as our Gala Evening Honoring Outstanding Asian Canadians.
- ☆ Banners display in our major Asian Heritage Month (AHM) Events including press conferences.
- ☆ Stage Sponsor display table or booth at all major AHM events including the right to distribute information materials.
- ☆ Opportunity to attend our member organizations events in relation to the 2008 Young Asian Canadian Idol Singing Competition, with an opportunity to distribute materials.
- ☆ Special logo placement and recognition on all Posters, Brochures and Flyers.
- ☆ Opportunity to have your representative to speak at all our major AHM events including at press conferences.
- ☆ Complimentary VIP tickets for 10 valued at \$50 each for the following events: Open Competition, Pre-Final Competition, and Final Competition of our Young Asian Canadian Idol Singing Competition with a total value of \$ 1,500.
- ☆ Complimentary VIP tickets for 10 valued at \$100 each or a total value of \$1,000 at our Gala Evening to honour our outstanding Asian Canadians.
- ☆ Coloured Inside Back Cover advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Stage Sponsor and Logo recognition with link from our CMC Asians web site to your web site.



Asian Heritage Month 2008 Celebration Events
Sponsorship Packages

Platinum Sponsor	\$3,000
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Benefits include:

- ☆ Logo recognition on all coloured posters, brochures and flyers.
- ☆ Display table or booth at Gala Evening Honoring Outstanding Asian Canadians.
- ☆ Banner display at designated area during Gala Evening.
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Complimentary VIP tickets for 6 valued at \$100 each or a total value of \$600 at our Gala Evening to honour our outstanding Asian Canadians.
- ☆ Preferred one full page colour advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Platinum Sponsor and Logo recognition on our CMC Asians web site.

Gold Sponsor	\$2,000
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Benefits include:

- ☆ Logo recognition on all coloured posters, brochures and flyers.
- ☆ Display table or booth at Gala Evening Honoring Outstanding Asian Canadians.
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Complimentary VIP tickets for 4 valued at \$100 each or a total value of \$400 at our Gala Evening to honour our outstanding Asian Canadians.
- ☆ Preferred one full page colour advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Gold Sponsor and Logo recognition on our CMC Asians web site.

Silver Sponsor	\$1,000
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Benefits include:

- ☆ Logo recognition on all coloured posters, brochures and flyers.
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Complimentary VIP tickets for 2 valued at \$100 each or a total value of \$200 at our Gala Evening to honour our outstanding Asian Canadians.
- ☆ One full page colour advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Silver Sponsor and Logo recognition on our CMC Asians web site.



Asian Heritage Month 2008 Celebration Events

Sponsorships & Reservations Reply Form

Sponsorships

- Title Sponsor** **\$38,000**
- Stage Sponsor** **\$10,000**
- Platinum Sponsor** **\$ 3,000**
- Gold Sponsor** **\$ 2,000**
- Silver Sponsor** **\$ 1,000**

Gala Banquet Reservations

- VIP Tables** ___ @ **\$1,000**
- Regular Tables** ___ @ **\$ 500**
- VIP Tickets** ___ @ **\$ 100**
- Regular Tickets** ___ @ **\$ 50**

Program Book Advertisements (Colour)

Singing Competition Program Book

- Inside Back Cover** **\$500**
- Inside Front cover** **\$350**
- Inside Full Page** **\$150**
- Inside Half Page** **\$ 75**

Gala Banquet Program Book

- Inside Back Cover** **\$500**
- Inside Front cover** **\$350**
- Inside Full Page** **\$200**
- Inside Half Page** **\$100**

- Full Page size = 8 ½” x 11” & Half Page size = 8 ½” x 5 ½”
- Artwork for all ads must be submitted in ready to print electronic format (pdf).
- We are not responsible for artwork designs and resizing of submitted artworks.
- Artwork due date: April 14, 2008.

Billing

Please send the invoice to:

Company Name: _____ Contact Name: _____

Address: _____ City: _____ Postal Code: _____

Email: _____ Phone: _____

Authorized Signature: _____

Please forward completed form to Joe Chen – Fax: 905-887-8710 or Email: jachen@rogers.com