



## Canadian Multicultural Council Asians in Ontario

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

[www.cmcasians.com](http://www.cmcasians.com)

March 6, 2009.

Dear Sir/Madame:

On behalf of the Canadian Multicultural Council – Asians in Ontario (CMC), we would like to invite your organization to be a sponsor of the **2009 Asian Heritage Month Celebrations**, which will be bannered by our 2009 Sing For Your Heart – Young Asian Canadian Singing Competition 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, Bangladesh flooding in 2007 and Myanmar Cyclone & Sichuan China Earthquake in 2008. Our 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 to invite your organization to be a part of it.

As a Sponsor of the 2009 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



## Asian Heritage Month 2009 Celebration Events Sponsorship Packages

Title Sponsor	\$30,000
---------------	----------

### **Benefits include:**

- ☆ Title Sponsor recognition on all posters, flyers, brochures, souvenir programs, advertisements, press releases, web site with regards to our May 2009 Asian Heritage Month activities; bannered by our 2009 Sing For Your Heart – Young Asian Canadian Singing Competition and 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 2009 Sing For Your Heart – Young Asian Canadian 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 singing competition events including at press conferences and Gala evening.
- ☆ 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 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 Inside Back Cover advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Title Sponsor logo recognition with link from our CMC Asians web site to your web site.



## Asian Heritage Month 2009 Celebration Events Sponsorship Packages

Stage Sponsor	\$10,000
---------------	----------

### Benefits include:

- ☆ Stage sponsorship recognition on all posters, flyers, brochures, souvenir programs, advertisements, press releases, web site with regards to our May 2009 Asian Heritage Month activities bannered by our 2009 Sing For Your Heart – Young Asian Canadian 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 2009 Sing For Your Heart – Young Asian Canadian 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 singing competition events including at press conferences and Gala evening.
- ☆ 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.
- ☆ 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 Singing Competition with a total value of \$ 1,500.
- ☆ Complimentary invitation for 10 to attend our VIP pre-performance reception prior to the Final singing competition.
- ☆ Preferred coloured full page advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Verbal recognition at all Asian Heritage Month Events.
- ☆ Stage Sponsor logo recognition with link from our CMC Asians web site to your web site.



## Asian Heritage Month 2009 Celebration Events Sponsorship Packages

<b>Emerald Sponsor</b>	<b>\$5,000</b>
------------------------	----------------

**Benefits include:**

- ☆ Logo recognition on all coloured posters, brochures and flyers.
- ☆ Banner display at designated area during Gala Evening, Pre-Final and Final Singing Competition.
- ☆ 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.
- ☆ Complimentary VIP tickets for 6 valued at \$50 each or a total value of \$600 at our Pre-Final and Final Singing Competition.
- ☆ Complimentary invitation for 6 to attend our VIP pre-performance reception prior to the Final Singing Competition.
- ☆ One full page colour advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Emerald Sponsor logo recognition on our CMC Asians web site.

<b>Ruby Sponsor</b>	<b>\$2,500</b>
---------------------	----------------

**Benefits include:**

- ☆ Logo recognition on all coloured posters, brochures and flyers.
- ☆ 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.
- ☆ Complimentary VIP tickets for 4 valued at \$50 each or a total value of \$400 at our Pre-Final and Final Singing Competition.
- ☆ Complimentary invitation for 4 to attend our VIP pre-performance reception prior to the Final singing competition.
- ☆ One full page colour advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Ruby Sponsor logo recognition on our CMC Asians web site.

<b>Jade Sponsor</b>	<b>\$1,500</b>
---------------------	----------------

**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.
- ☆ Complimentary VIP tickets for 2 valued at \$50 each or a total value of \$200 at our Pre-Final and Final Singing Competition.
- ☆ Complimentary invitation for 2 to attend our VIP pre-performance reception prior to the Final singing competition.
- ☆ One full page colour advertisement in our Final Competition and Gala Souvenir Program Book
- ☆ Jade Sponsor logo recognition on our CMC Asians web site.



## Asian Heritage Month 2009 Celebration Events

### Sponsorships & Reservations Reply Form

#### Sponsorships

- Title Sponsor                      **\$30,000**
- Stage Sponsor                      **\$10,000**
- Emerald Sponsor                      **\$ 5,000**
- Ruby Sponsor                      **\$ 2,500**
- Jade Sponsor                      **\$ 1,500**

#### 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                      **\$800**
- Inside Front cover                      **\$600**
- Inside Full Page                      **\$250**
- Inside Half Page                      **\$100**

##### Gala Banquet Program Book

- Inside Back Cover                      **\$800**
- Inside Front cover                      **\$600**
- Inside Full Page                      **\$300**
- Inside Half Page                      **\$150**

#### 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](mailto:jachen@rogers.com)**



## Asian Heritage Month 2009 Celebration Events

### Advertising Placement Information

#### Artwork Dimensions

<input type="checkbox"/> Inside Front Cover	4 colour	7"w x 9.5"h
<input type="checkbox"/> Inside Back Cover	4 colour	7"w x 9.5"h
<input type="checkbox"/> Inside Full Page	4 colour	7"w x 9.5"h
<input type="checkbox"/> Half Page	4 colour	7"w x 4.5"h

#### Mechanical Requirements

- Trim size = 8.5"(w) x 11"(h)
- Bleed size = 8.75" x 11.25"
- Electronic file on CD disc, EPS or PDF format with minimum 300 dpi resolution
- Colour proof must accompany file

#### Deadlines

- Gala Banquet Program Book
  - o Confirmation due date = April 3, 2009
  - o Electronic file due date = April 17, 2009
- Singing Competition Program Book
  - o Confirmation due date = May 9, 2009
  - o Electronic file due date = May 30, 2009

#### Notes

Publisher reserves the right to limit or reject any advertising. Advertisers and their agencies agree that Canadian Multicultural Council – Asians in Ontario shall be under no liability by reason of error or omission. All advertisements are accepted and published with the understanding that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for defamation, libel, violation of right of privacy, plagiarism and copyright infringement.