

Sien Lok Society of Calgary

50th Annual Chinese New Year Gala & Fundraiser



Sponsorship Opportunities

February 2, 2019 – Regency Palace Seafood Restaurant

www.sienlok.org

|Create an environment where lives are touched, enriched and refreshed through board ties to our culturally diverse communities|

Vision

[Event Background]

The Annual Chinese New Year Gala & Fundraiser is dedicated to bringing families, business persons, members, and the public to experience Chinese Traditions in a fun environment through cultural entertainment and amazing food. It all began in 1969, a dinner to not only celebrate the Lunar New Year, but to also celebrate the success of the Society in their quest to preserve the history and culture of Chinese-Canadians in Calgary.

[Event Outline]

The event takes place in Chinatown Calgary, at **Regency Palace Seafood Restaurant**, with the evening beginning with a Champagne Networking Reception at **5:30pm** on **February 2, 2019**. This event is now focusing on sponsorship as the 50th Annual Gala is a **sold-out event** just after one month of sales.

Guests can expect to indulge in a delicious traditional ten-course meal paired with exciting performances, and Sien Lok Society's Raffle to win amazing prizes. The evening ends on a high note where the live band Back in the Day will perform for the dance.

[2019 Year of the Pig]

Pigs are diligent, compassionate, and generous. They have great concentration: once they set a goal, they will devote all their energy to achieving it. Though Pigs rarely seek help from others, they will not refuse to give others a hand. Pigs never suspect trickery, so they are easily fooled.

[Why Sponsor Sien Lok]

We at Sien Lok strive everyday to continue the values of cultural diversity, history preservation, cooperation, harmony, and family, that the Society has built their foundation upon. Our mission is to develop and participate in cultural preservation and promotional activities for those affected by, or interested in, Chinese Canadian culture.

In 2018 we are celebrating 50 years of preservation, education, and enrichment. Sien Lok was created by a group of individuals in response to the threat posed against Chinatown. Under the guise of urban renewal, the City of Calgary originally intended on the construction of a roadway called the "East-West Penetrator" that would have guaranteed the elimination of the existing Chinatown.

Sien Lok took the initiative to invite Chinese Communities, Urban Experts and Representatives of every level of government to convene in Calgary in an attempt to unite Canada's Chinese citizens, for the first time in history, in a concentrated examination of the urban crisis threatening the existence of Chinatowns everywhere.

During April 6-9, 1969, Sien Lok hosted the National Conference of Urban Renewal as it affects Chinatown. The delegates, representing over 100,000 Chinese Canadians from all parts of the country, joined with experts in every affected field to probe the history and structure of Chinatowns, and to discuss the psychological, sociological and economic factors that govern the degree of Chinese integration and participation in the dominant Caucasian culture. The end results of the ground-breaking conference went far beyond the scope of the original conference objective. Indeed, it has guaranteed that Chinese communities and the Chinese culture would always be a part of the fabric of Canadian life.

Sien Lok succeeded dramatically in its original goal to preserve Calgary's Chinatown, and as a result, Calgary is the only city in Canada with a Chinatown identified in its bylaws. In living up to the legacy of our Chinese forefathers who pioneered Canada, Sien Lok continues to blaze a trail in its endeavours to work within the Calgary community to promote, preserve, and honour this rich legacy of sacrifice, hard work, and determination in Chinese Canadian Heritage.

The Chinese New Year Gala is Sien Lok Society's biggest fundraiser of the year, and one of the greatest public outreach events where Chinese Canadian culture is shared with all Albertans. Sien Lok works hard on the cultural preservation and promotional projects in the city but would not be successful without your support! Please consider helping us in our cultural sharing activities by becoming a sponsor of this memorable event.

As an organization, the promotional activities extend throughout Alberta, these programs benefit children, students, seniors, and the public. The best part is that Sien Lok is almost entirely volunteer driven.

This event offers many networking opportunities with businesses, government dignitaries, media, and key influencers in Chinese Canadian trade. Sponsors can take advantage of a highly cost-effective means to host their own client appreciation event; this event offers unique elements that stray from *Stampede* and *company Christmas parties*.



Sponsorship Opportunities & Benefits

All packages below will include recognition on Sien Lok website, company logo printed in program, verbal acknowledgement at Gala Dinner, and recognition on all promotional and marketing materials (where applicable).

Emperor Sponsor

\$8,000 – Exclusive

Promote your company in the most effective way: throughout the meal and formal program. Gain superior exposure to a captive audience.

- Podium opportunity
- Logo on Gala Dinner ticket
- Sponsoring company of the Lion Dance
- Area for corporate display at banquet
- 1 complimentary table of ten (10 tickets)
- 2 complimentary seats at the head table (2 tickets)

Champagne Reception Sponsor

\$6,000 – Exclusive

As hundreds of guests connect with new and old friends, the Champagne Reception Sponsor gains exceptional exposure with dignitaries and all guests as the host of this key pre-dinner gathering.

- Hosts the Champagne reception
- Special signage at event
- Presents live reception music: Traditional Chinese Musicians
- 8 complimentary tickets to the gala dinner
- 1 complimentary seat at the head table

Wine Sponsor

\$5,000 – 2 available

Nothing complements a special celebration better than wine. Associate your brand with a bottle of red or white wine offered to guests at every table.

- Area for corporate signage
- Logo and brand recognition on each bottle of wine (2 bottles per table)
- 2 pairs of complimentary tickets to the gala dinner

Entertainment Sponsor

\$3,000 – 2 available

Moments are creatively captured with a photo booth to be shared in print and online. Gain recognition long after this highly anticipated event is over and be known for presenting the entertainment for the evening.

- Special signage at event
- Special logo recognition on each photograph for photo booth
- Recognized as presenting sponsor for the Live Band & Dance
- 2 pairs of complimentary tickets to gala dinner

Coat Check Sponsor

\$2,500 – Exclusive

A chill lingers in the month of February. Guests arrive at the Gala seeking a place to leave their coats and shoes. Gain exclusive exposure to all guests immediately as they arrive at the Gala.

- Special signage at event
- Signage throughout coat check area
- 2 pairs of complimentary tickets to gala dinner

Centerpiece Sponsor

\$2,500 – 2 available

At every table, beautifully crafted arrangements add colour to the room. Play a key role in shaping the ambiance with your brand.

- Special signage at event
- Logo recognition on each centrepiece
- 2 complimentary tickets to gala dinner

Grand Door Prize Sponsor

\$2,000 – Exclusive

Be known as the most anticipated part of the night and bring excitement to the audience

- Special signage at event
- On stage prize presentation
- 2 complimentary tickets to gala dinner

Community Sponsor

\$388 – Multiple available

Support an incredible non-profit and join us for a delicious 10-course meal and incredible entertainment.

- Verbal recognition
- Special greeting message in event program
- 2 complimentary tickets to gala dinner

Sponsorship Form

Company Name: _____

Name of Contact: _____

Telephone: _____ Fax: _____

Address: _____

City: _____ Postal Code: _____

Email: _____

Confirm Sponsorship Level (check box):

<input type="checkbox"/> Emperor <i>(exclusive)</i> \$8,000	<input type="checkbox"/> Reception <i>(exclusive)</i> \$6,000	<input type="checkbox"/> Wine <i>(2 available)</i> \$5,000	<input type="checkbox"/> Entertainment <i>(2 available)</i> \$3,000	<input type="checkbox"/> Coat Check <i>(exclusive)</i> \$2,500	<input type="checkbox"/> Centerpiece <i>(2 available)</i> \$2,500
		<input type="checkbox"/> Door Prize <i>(exclusive)</i> \$2,000	<input type="checkbox"/> Community <i>(multiple)</i> \$388		

Method of Payment (check box):

VISA, MASTERCARD, AMERICAN EXPRESS CHEQUE – see below

Card Holder Name: _____

Card Number: _____ Expiry Date: _____

Signature: _____

MAIL CHEQUE TO:

Sien Lok Society of Calgary

P.O. Box #251

919 Centre Street NW

Calgary, AB T2E 2P6

Attention: Sponsorship

For any questions or inquiries, please contact:

Tranel Chan, Event Manager

Telephone: 403-613-8733

Email: tchan@sienlok.org

Danny Ng, Gala Committee Chair

Telephone: 403-607-1414

Email: dng@sienlok.org

Note: Invoice will be sent to contact as per above information.