

# SIEN LOK SOCIETY OF CALGARY

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*Sponsorship Package*  
*51 Annual Chinese New Year*  
*Gala & Fundraiser*

### [Event Background]

The Annual Chinese New Year Gala & Fundraiser is dedicated to bringing together the community to experience Chinese traditions, celebrate the Lunar New Year and support a non-profit organization through cultural entertainment and delicious food. For over 50 years, the Annual Chinese New Year Gala has brought together people, families, businesses and communities to ring in the New Year.

### [Event Outline]

The event takes place at Regency Palace Seafood Restaurant on February 8, 2020. The evening begins at 5:30PM with a Networking Reception at 5:30pm. This is a formal event and we welcome suits to tuxedos to traditional Chinese attire. Guests can expect to indulge in a delicious traditional ten-course meal paired with exciting performances, short speeches and Sien Lok Society's Raffle to win amazing prizes. The evening ends on a high note where the live band "Dr. Z Trio" who will perform for the dance.

### [The Ask]

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. For over 50 years Sien Lok strives everyday to continue the values of cultural diversity, history preservation, cooperation, harmony and family, that the Society has built their foundation upon.

#### **Mission**

*to create an environment where lives are touched, enriched and refreshed through broad ties to our culturally diverse communities.*

#### **Vision**

*develop and participate in cultural preservation and promotional activities for those affected by, or interested in, Chinese Canadian culture*

Sien Lok Society would like to ask you to support our work by sponsoring the 51st Annual Chinese New Year Gala & Fundraiser. With your help and generosity, Sien Lok will be able to continue to fund scholarships, support the community, and create more programs in the future.

# Sponsorship Opportunities

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

## Main Sponsor

**\$5,000 – 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 ticket
- Area for corporate display at banquet
- 3 complimentary tables of ten (30 tickets)
- 2 complimentary seats at the head table (2 tickets)

## Table Sponsor

**\$1000 – Multiple Available**

*Brand your table, bring your friends, family and/or colleagues and join us for a delicious 10-course meal and incredible entertainment.*

- Opportunity to place medium signage at gala
- Company branded table marker
- 1 complimentary table of ten

## Community Support

**\$288 – Multiple Available**

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

- two complimentary tickets to banquet

# Sponsorship Agreement

Company Name: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

**Will you require a tax receipt?** YES  NO

Note: invoice and tax receipt will be sent to contact as *per information above*

## Confirm Sponsorship Level:

<input type="checkbox"/> <b>Main</b> \$5000	<input type="checkbox"/> <b>Table</b> \$1000	<input type="checkbox"/> <b>Community</b> \$288
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\_\_\_\_\_ hereby agrees to pay the selected sponsorship  
Company/Organization  
amount above offered by Sien Lok Society of Calgary for the Annual Chinese  
New Year Gala. Payment will be accepted in the following formats: cheque, e-  
transfer, cash. Credit Card will be an additional 4% surcharge.

Name of Representative \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Method of Payment

**CHEQUE:** please enclose Sponsorship Agreement and mail cheque to  
Sien Lok Society of Calgary  
#283, 328 Centre Street S  
Calgary, Alberta T2G 4X6  
ATTN: Sponsorship

**E-TRANSFER:** send funds to [finance@sienlok.org](mailto:finance@sienlok.org)

**CASH:** please contact directly

For questions, inquiries and cash payment please contact:  
Gaylene Redman, Sponsorship Manager  
Email: [sponsorship@sienlok.org](mailto:sponsorship@sienlok.org)  
Phone: 403-660-5059

On behalf of the Board of Directors and the Gala Committee, Thank You for your support and generosity. We look forward to seeing you at the Chinese New Year Gala & Fundraiser

[www.sienlok.org](http://www.sienlok.org)

Sien Lok - *happiness through good works*