



老有所依「築」願未來

Building Dreams Forging Future

頤康電台籌款日

Yee Hong Radiothon

星島A1中文電台於頤康芬治中心全日直播

Live-to-air on Sing Tao A1 Chinese Radio at Yee Hong Finch Centre

11月14日
November 14 星期四 Thurs

FM 91.9 (7 AM - 11 AM)
FM 100.7 (11 AM - 6 PM)

Sponsorship Package



The Event

On November 14, 2024, from 7 a.m. to 6 p.m., join Yee Hong Foundation and Sing Tao A1 Chinese Radio for an 11-hour live broadcast on FM91.9 and FM100.7, and hear compelling stories that showcase the positive impacts of Yee Hong's exceptional care.

The 2024 Yee Hong A1 Radiothon, with the theme "Building Dreams, Forging Future," highlights our commitment to creating a brighter tomorrow for our senior community.

Our goal this year is to raise \$150,000 for the construction of a long-term care centre in Scarborough, expanding our capacity to address the growing needs of our seniors and continue providing outstanding care.

Tune in and support the cause – Together, we can truly make a difference and build a future that would allow our seniors to live their lives to the fullest. All proceeds from the radiothon will go toward our Love Gives Capital Campaign in support of the construction of Yee Hong Ng Siu Chan Centre.



2023 Event Recap

OVER
\$150,000
RAISED IN TOTAL

487
DONORS





Your Impact

Help Us Build A New Long-term Care Home

The demand for high-quality, culturally-appropriate senior services is escalating. Currently, the wait time for a Yee Hong long-term care bed can extend up to 10 years, compared to the provincial average of 126 days. With Canada's population aged 65+ exceeding 7 million and continuing to grow, this demand will rise even further.

In response to this urgent need, Yee Hong has launched the Love Gives Capital Campaign to fund the construction of additional long-term care facilities in GTA. Following the groundbreaking ceremony in November 2023, progress on Yee Hong's fifth centre, the new Yee Hong Ng Siu Chan Centre, has been accelerating with the contributions from all of our supporters. This new five-story facility will accommodate 224 residential long-term care beds, community programming and adult day program spaces, underground parking, EV charging stations, and other enriching amenities.

Your support is crucial in helping Yee Hong expand our impact, in a new home where seniors can truly thrive.



Sponsorship Opportunities

Sing Tao AI Chinese Radio's major weekday programs reach over 80% of Chinese radio listeners. Seize this unique chance to amplify your brand's reach while supporting Yee Hong's cause. Explore the sponsorship opportunities that align with your goals and help us sustain our care for the elderly. Partner with Yee Hong to build a brighter future for our seniors!



**PRESENTING
SPONSOR**

\$12,000

- Exclusive recognition on all printed and digital promotional materials
- Exclusive logo featured in at least one print promotion through Sing Tao Headline
- Opportunity to participate in 2 full-length live interviews on-air during the Radiothon
- Cheque presentation and photo opportunity during the afternoon live stream program through AI's Facebook and YouTube channels
- Acknowledgement as Presenting Sponsor by AI DJs
- One-minute pre-taped donation appeal to be posted on Yee Hong Foundation's social media
- Volunteer opportunities to engage your staff
- Recognition across Yee Hong Foundation's social media posts, e-blasts, website, and press releases
- Company logo featured on event website with hyperlink to your company website



**MATCHING
SPONSOR**

\$5,000

- Opportunity to participate in 1 full-length live interview on-air during the Radiothon
- Acknowledgement as Matching Donor by AI DJs during a selected program
- 30-second pre-taped donation appeal to be posted on Yee Hong Foundation's social media
- Volunteer opportunities to engage your staff
- Recognition across Yee Hong Foundation's social media posts, e-blasts, website, and press releases
- Company logo featured on event website with hyperlink to your company website



**COMMUNITY
SPONSOR**

\$1,000

- 15-second pre-recorded donation appeal to be posted on Yee Hong Foundation's social media
- Recognition across Yee Hong Foundation's social media posts, e-blasts, website, and press releases
- Company logo featured on event website with hyperlink to your company website

PRIZE DONOR

To create excitement and motivate people to support the Radiothon—whether by donating or calling in—we are also seeking prize donors and sponsors. Prizes valued at \$300 and above will be used as lucky draw prizes throughout the event, while prizes valued at \$25 and above will serve as incentive gifts during selected programs. Recognition will be provided through pre-event promotions and live broadcasts.



About Yee Hong Community Wellness Foundation

Yee Hong Community Wellness Foundation is the fundraising arm of the Yee Hong Centre for Geriatric Care. Since 1994, Yee Hong Centre has offered an expansive continuum of care to seniors of different ethnic backgrounds, including Chinese, South Asian, Japanese, Vietnamese, Filipino, Korean, Indonesian and Portuguese. As one of the largest not-for-profit providers of geriatric care in Canada, Yee Hong operates 805 long-term care beds and a 10-bed hospice residence in the Greater Toronto Area. We strive to foster a vibrant and inclusive community through a full continuum of services and care for seniors. Along with various outreach programs and housing services, over 15,000 seniors and families across the Greater Toronto Area are under the care of Yee Hong every year.

YEE HONG RADIOTHON

頤康電台籌款日

11月14日

November 14, 2024, Thursday



FM 91.9 (7AM - 11AM)

FM 100.7 (11AM - 6PM)

For sponsorship inquiries, please contact:
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YEE HONG COMMUNITY
WELLNESS FOUNDATION

