


pop-up for Love Gives

Yee Hong Annual Walkathon

A day of unforgettable family fun
and community building for all ages!

 **September 28, 2024**
9:30AM – 2:00PM (Saturday)

Thomson Memorial Park
1005 Brimley Rd, Scarborough

Sponsorship Package



Discover The Love That Weaves People Together

On Saturday, September 28, 2024, join us at Yee Hong's POP-UP for Love Gives charity walk at the Thomson Memorial Park!

The event is designed to give all generations the opportunity to come together for a day of fun and to foster a spirit of love and unity through a diverse range of activities. Apart from walking trails in the beautiful Thomson Memorial Park, participants can trace the story of the community's rural roots and two centuries of immigration at the Scarborough Museum, and enjoy food and entertainment at the POP-UP for Love Gives festival.



The POP-UP for Love Gives walk connects families, friends, volunteers, and community partners for a great cause, promoting intergenerational bonding and experiencing the impact of the monumental Yee Hong's Love Gives campaign.

All proceeds go to support the construction of Yee Hong's newest long-term care centre, Yee Hong Ng Siu Chan Centre.



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Brick by Brick: Building A Caring Home for Our Seniors

As Canada's population aged 65+ exceeds 7 million and continues to grow, the demand for high-quality and culturally appropriate senior services will only increase. Our four long-term care homes are currently facing unprecedented wait times, stretching up to 10 years, compared to the provincial average of 126 days.

In response to these pressing needs, Yee Hong has launched the Love Gives Capital Campaign to build more long-term care homes in GTA.

In November 2023, construction of the new Yee Hong Ng Siu Chan Centre began! Situated between the Yee Hong Scarborough Finch Centre and Yee Hong Garden Terrace, this new five-story facility will accommodate 224 residential long-term care beds, community programming and adult day program space, underground parking, EV charging stations, and other enriching amenities



Seniors can't wait. Your support will help us build a new, welcoming home for seniors and address the significant need of geriatric care.

Last Year's Walkathon Highlights -A Day of Love & Fun!

500+ participants
\$140,000+ raised

The 2023 POP-UP for Love Gives walk was hosted at the Toronto Zoo with 500 participants, including Toronto Mayor Olivia Chow, Deputy Mayor Jennifer McKelvie, Markham Regional Councillor Joe Li, Scarborough North Councillor Jamaal Myers, along with Toronto Zoo's CEO Dolf DeJong. Together, we raised over \$140,000 in support of services for seniors and the construction of new long-term care homes.



pop-up
for Love Gives

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Sponsorship Levels



Presenting Sponsor \$10,000

- Exclusive "Presented by" logo/company name recognition on all event marketing materials (printed/digital)
- Exclusive speaking opportunity during the Opening Ceremony
- Opportunity to provide a testimonial featured in the post-event video highlights
- Premium location for setting up a promotional booth during the event
- Corporation featured in press release
- 20 spots for participation in the walk (with free Love Gives t-shirt, lunch, and beverage)
- Opportunity to present lucky draw prizes
- Opportunity to contribute sponsor's branded souvenirs/discounted voucher/ printed ad to the swag bag
- Recognition on Yee Hong Foundation's social media channels and other digital platforms including e-blasts, with a reach of over 10,000
- Recognition on event website with hotlink to company's website
- Corporate listing on Yee Hong Annual Report

Sponsorship Levels

Lunch Sponsor \$5,000



- Company logo /name recognition as Lunch Sponsor on all event marketing materials (printed/digital)
- Company's logo on the lunch voucher
- Prominent onsite signage the lunch station
- Opportunity featured in the post-event video highlights
- Opportunity to set up a promotional booth during the event
- Corporation featured in press release
- 10 spots for participation in the walk (with free Love Gives t-shirt, lunch, and beverage)
- Opportunity to present a lucky draw prize
- Opportunity to contribute sponsor's souvenirs/discounted voucher/ printed ad to the swag bag
- Recognition on Yee Hong Foundation's social media channels and other digital platforms including e-blasts, with a reach of over 10,000
- Recognition on event website with hotlink to company's website
- Corporate listing on Yee Hong Annual Report

Sponsorship Levels



Photo Booth Sponsor \$2,500

- Company logo/name recognition as Photo Booth Sponsor on all event marketing materials (printed/digital)
- Company's logo on the digital photos emailed to the participants
- Prominent onsite signage at the photo booth
- Corporation featured in press release
- 6 spots for participation in the walk (with free Love Gives t-shirt, lunch, and beverage)
- Recognition on Yee Hong Foundation's social media channels and other digital platforms including e-blasts, with a reach of over 10,000
- Recognition on event website with hotlink to company's website
- Corporate listing on Yee Hong Annual Report

Sponsorship Levels

Entertainment Sponsor \$2,500



- Company logo/name recognition as Entertainment Sponsor on all event marketing materials (printed/digital)
- Exclusive opportunity to introduce entertainment during the event
- Company's logo on the event program provided to all the participants
- Corporation featured in press release
- 6 spots for participation in the walk (with free Love Gives t-shirt, lunch, and beverage)
- Recognition on Yee Hong Foundation's social media channels and other digital platforms including e-blasts, with a reach of over 10,000
- Recognition on event website with hotlink to company's website
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Sponsorship Levels



Corporate Teams \$800+

Yee Hong's POP-UP for LOVE GIVES is a perfect event to foster team building, wellness and a sense of social responsibility for your organization. To form a corporate team, we require a minimum donation of \$800, which includes the benefits listed below:

- Dedicated online presence to promote and track all employee teams
- 10 spots for participation in the walk (with free Love Gives t-shirt, lunch, and beverage)
- Onsite recognition of participation
- Recognition on event website with hotlink to company's website

***Extra team members will need to pay the registration fee*

Community Sponsors \$1,000

- Company logo/name recognition as Community Sponsor on all event marketing materials (printed/digital)
- Opportunity to set up an activation booth during the event
- 2 spots for participation in the walk (with free Love Gives t-shirt, lunch, and beverage)
- Recognition on Yee Hong Foundation's social media channels and other digital platforms including e-blasts, with a reach of over 10,000
- Recognition on event website with hotlink to company's website

Prize Sponsors

- Company logo/name recognition as Prize Sponsor on all event marketing materials (printed/digital)
- Recognition on Yee Hong Foundation's social media channels and other digital platforms including e-blasts, with a reach of over 10,000
- Recognition on event website with hotlink to company's website

***We recommend that retail value of each prize is over \$200*

Be Part of the Yee Hong's



- ✓ Become an event sponsor / booth vendor
- ✓ Join the walk as an individual participant or in a team
- ✓ Donate prizes for lucky draw
- ✓ Make monetary donations
- ✓ Volunteer on event day

For inquiries, please contact:

Denise Yan
Senior Manager, Development
Yee Hong Community Wellness Foundation
Tel: 416-321-0777 Ext 1825
Email: Denise.Yan@yeehong.com



60 Scottfield Drive, Scarborough, ON M1S 5T7
Charity Registration Number # 13143 3666 RR0001





SPONSORSHIP CONFIRMATION

Sponsor Information

Contact Person First Name: _____ Last Name: _____

Company/Organization (as it will appear in print): _____

Address: _____ Unit #: _____

City: _____ Province: _____ Postal Code: _____

Work #: _____ Mobile #: _____

Email: _____

I hereby consent Yee Hong Foundation to contact me via email

Please indicate your choice:

I would like to be a Presenting Sponsor \$ 10,000

I would like to be a Lunch Sponsor \$ 5,000

I would like to be a Photo Booth Sponsor \$ 2,500

I would like to be an Entertainment Sponsor \$ 2,500

I would like to be a Community Sponsor \$ 1,000

I would like to form a Corporate Team \$ 800

I would like to donate a Lucky Draw Prize retail value: \$ _____

I am unable to attend, but would like to contribute: \$ _____

Payment Method: Visa Mastercard Amex
 Cheque enclosed payable to "Yee Hong Foundation"

Name on Credit Card: _____

Credit Card Number: _____ Expiry: _____ CVV: _____

Billing Address: _____

Signature: _____ Date: _____

Please email the completed form to denise.yan@yeehong.com. For more information, please contact **Denise Yan** (416) 321-0777 ext.1825. Yee Hong Foundation mailing address: Yee Hong Community Wellness Foundation (60 Scottfield Drive, Scarborough, ON M1S 5T7)

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THANK YOU FOR YOUR GENEROSITY