

15 年

51.CA  
加國無憂

# Introduction

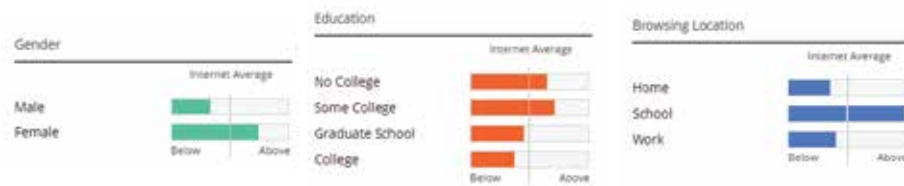


**We are pleased to put forth our proposal to manage and organize 51.ca Media Group's 15th Anniversary Celebration to be held at the parking lot of Metro Square and New Century Plaza.**



# 51 加国无忧 .CANADA 51.ca Media Group

Founded in 2001, 51.ca Media Group is a growing portfolio of media businesses accessible via the centralized website [www.51.ca](http://www.51.ca).



Ranked as one of the top Chinese digital media platforms in Canada, 51.ca Media Group is unique in its deep understanding of the needs and challenges faced by Chinese Canadians today. Located in Markham, it aims to help Chinese immigrants and residents alike connect with the local communities within the Greater Toronto Area.

51.ca is a platform connecting local businesses with potential buyers. It provides online resources and makes it freely available to any Chinese in Canada. Resources available at their fingertips include but are not limited to daily news and analysis, housing markets, job search, online classifieds and community happenings. It also allows readers to interactively make contributions to the content through sharing with others reviews, photos, events, votes, tips, and private messages. After 15 years of constant improvement on the website and registered membership grown to over 350,000, 51.ca has now become Canada's largest and most-visited Chinese language website.





Furthermore, 51.ca Media Group also publishes a weekly newspaper “51 Weekly” with over 15,000 circulations in GTA and also available online at [weekly.51.ca](http://weekly.51.ca)

To extend its reach with the Chinese Canadian population, 51.ca launched our WeChat subscription service in 2013, and grew it into the hottest Chinese social platform that maintain interactions with its user base.



# Objectives



**The purpose of this event is two-fold. First is the celebration of 51.ca Media Group's 15th Anniversary. Secondly, while rejoicing in this important milestone with 51.ca Media Group's users, associates and business partners, it would be our pleasure to partner with and support a charity in need --the SickKids® Foundation.**

**Offering a variety of entertainment and activities for the children as well as information and advices for the parents, our goal is to bring awareness of the community programs and support to families in need in addition to creating opportunities for the next generation.**

**Our preference is to hold this important celebration at the parking lot of Metro Square and New Century plaza on July 30 and 31, 2016 (Saturday and Sunday).**



# Event Highlight



Stage Performances &  
Entertainments

**Admission: Free**

**Date: July 30 & 31, 2016 (Saturday & Sunday)**

**Time: Sat: 12pm - 11pm/ Sun: 12pm - 10pm**

For the past 15 years, 51.ca Media Group has served hundreds of thousands of Canadian Chinese families, assisting them in fulfilling their needs and overcome challenges they face while staying in Canada. It is our promise to continue serving the Chinese-Canadian communities of GTA. On this important 15th Anniversary occasion, 51.ca Media Group would put forth our best effort in organizing the finest performances to entertain our loyal customers and followers.



**We will build a big stage in our summer market, this entertainment event will attract lots of people and families, which can make market more exciting.**

### **1. Stage Performances**

- a. Opening Ceremony**
- b. Kids Talent Show**
- c. Magic Circus Show**
- d. Asian Actors Performance**
- e. Asian Actors Greeting**



### **Talents Contact:**

多伦多百小汇  
Attention Dance Studio  
梅美舞蹈工作室  
凤凰艺术学院  
熠舞蹈学校 (YI DANCE)  
多伦多中国名族舞蹈学校  
蔓玲舞蹈学校  
犁音社音樂教育中心  
加拿大飞夏梦尼音乐集团





## 2. Summer Night Market

Align with the 15th Anniversary Celebration, we purpose to organize a Summer Night Market event feature approximately 100 to 120 Food and Merchandise Vendors offer a vast variety of Asian cuisine and products to our visitors. And based on research, around 50,000 visitors will attend our market.



We will provide all our FOOD and MERCHANDISE VENDORS:

- One 9' x 9' tent
- One 6' table + 2 chairs
- One 15amp power outlet
- Additional power booths are available

We request all our FOOD vendors to complete the following documents:

- Food Safety Certificate
- Food Safety Plan and Sanitation Plan
- Health Permit





We will make a unique combo for different sponsors, which can maximum effect.

**TUAN.51.CA**

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史無前例超值 \$68 元 雙龍全場  
先鋒醇美古巴門天里龍騰

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上座龍騰全場超值 \$68 元

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## 51.CA 15 Year Anniversary Night Market Sponsorship Package - Night Market

### Monetary Sponsorship Value Package

Categories	Diamond Starting@\$25,000	Glod Starting @\$18,000	Sliver Starting@\$10,000	Ruby Starting@\$5,000
<b>On site event exposure and promotional opportunity</b>				
Logo on Stage and Event Banner (The logo size and order based on the value provided)	✓	✓	✓	
Logo on Direction Signage (Parking lot, Entrance,etc.)	✓	✓		
Logo on Volunteer T-shirt (The logo size and order based on the value provided)	✓	✓	✓	✓
Logo on Volunteer name tag	✓	✓		
Logo on Volunteer meal voucher	✓	✓	✓	
Logo on audience 150 chairs' sticker			✓	
Logo on audience 50 chairs' sticker				✓
Live mention on main stage	✓	✓	✓	✓
1 minute speech on Opening Ceremony	✓			
1 minute speech on Closing Ceremony		✓		
Live mention between performances (3 times)			✓	
Live mention between performances (once)				✓
Logo on one slide presentation on LED background screen (The logo size and order based on the value provided)	✓	✓	✓	✓
Logo on last slide presentation of 51.CA micro-video on LED Background screen. (The logo size and order based on the value provided)	✓	✓	✓	✓
15'' video display on LED background screen	✓			
10'' video display on LED background screen		✓		

## 51.CA 15 Year Anniversary Night Market Sponsorship Package - Night Market

2 regular and 1 corner booth spaces in sponsor booth area (include display area, tent, electricity, lighting. )	√			
2 regular booth spaces in sponsor booth area (include display area, tent, electricity, lighting. )		√		
1 regular booth in sponsor booth area			√	√
Sponsors' fliers / brochure in event welcome package bag	√	√	√	√
Extra booth requirement discount (around 15% off)	√	√	√	
Extra booth requirement discount (around 10% off)				√
Update live even on Sina Weibo @Sponsor name (if sponsor available on Weibo)	√	√	√	
<b>Pre &amp; Post Event Promotion</b>				
Logo on all vendors conformation email (The logo size and order based on the value provided)	√	√		
Logo on event home page top row	√	√		
Logo on event home page bottom row			√	√
Logo on event sub-page under sponsorship section	√	√	√	√
Print 51.CA 15 <sup>th</sup> anniversary promotion or brochure Material (The logo size and order based on the value provided) <b>before June.10</b>	√	√	√	
Print 51.CA 15 <sup>th</sup> anniversary promotion or brochure Material (logo only) <b>before June.10</b>				√
Sponsor logo on last slide presentation of 51.CA micro-video online (The logo size and order based on the value provided)	√	√		
Logo on the bottom of 51.CA APP event start-up screen page	√			
Name mention on press release	√	√		

## 51.CA 15 Year Anniversary Night Market Sponsorship Package - Night Market

Attend as the honor guest (maximum 2 people)	✓	✓		
Logo on press release on site background promotion material (The logo size and order based on the value provided)	✓	✓	✓	✓
Logo on important events invitation letter (The logo size and order based on the value provided)	✓	✓	✓	✓

### Goods & Gift Sponsorship Value Package

\* Good Category include but not limited to the T-shirt, prize package, and decoration item, etc.

\* All goods and gift sponsors will present logo only on 51.CA printed anniversary brochure,

#### Good & Gift Sponsorship Category

\*Good Category include but not limited to the T-shirt, prize package, and decoration item, etc.

\* All goods & gift package value should be minimum at \$2000 CAD dollars.

#### Good & Gift Sponsorship Value in return

\* Logo on 51.CA printed anniversary brochure (The logo size and order based on the value provided) **before June.10**

\* Logo on online event sponsorship sub-page (The logo size and order based on the value provided)

\* Enable to send out fliers on site of events.

\* Enable to obtain a regular booth space (around 15% off )

# Conclusion



**Your support of this community event is greatly appreciated. The enclosed proposal outlines the detail and management plan of the event. It covers the project and timeline, scope of work and work-force process. Should you have further inquiries, please do not hesitate to contact us. And we look forward to your response. Thank you in advance for your time and attention.**

