

# Beauties of Asia 2015

Sponsorship Packages v2.3



## Beauties of Asia 2015 Grand Finale:

Sunday – May 17th, 2015

19:00 PM – 11:00 PM

The Four Seasons Centre for the Performing Arts

Organized by Global Asian Interactive Youth Association

[info@BeautiesOfAsia.org](mailto:info@BeautiesOfAsia.org)

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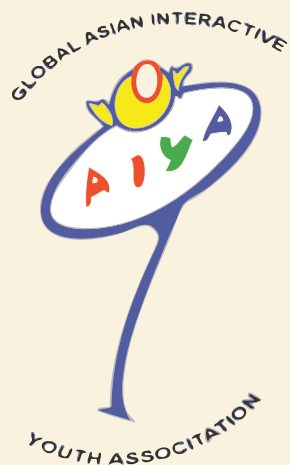
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## Introduction

**B**eauties of Asia is organized by the Global Asian Interactive Youth Association (GAIYA). As the second largest Asian beauty pageant in Canada, it showcases the beauty and talents of young Asian Canadians and encourages them to celebrate their heritage and become involved in their communities. Toward that end, a series of competitions will be held in the months of March, April, and May in celebration of Asian Heritage Month. The purpose of the Beauties of Asia is to promote and enrich communication and learning between different cultures within the Asian Communities. Eighteen women from different cultures will demonstrate their talent, intelligence, and beauty in a competition to become Miss Beauty of Asia. Special multicultural performances along with talent, evening gown, national costume, swimsuit, and personality competitions, as well as an awards ceremony will be presented.

## Legend, Culture

**C**harm is derived from inner and outer beauty; beauty stems from self-confidence. Asian Heritage Month dates back to 1978 when the U.S. President Jimmy Carter designated May 4-10 as Asian/Pacific American Heritage Week. U.S. President George Bush then extended the week-long celebration to a month. In 1993, celebrations of Asian Heritage Month began in different cities across Canada. Just three years later, the province of British Columbia officially declared May as Asian Heritage Month. Given the important contributions of Asian Canadians to the settlement, growth, and development of Canada, as well as the diversity and significance of the Asian community, in May 2001, a motion was introduced in the Senate by Senator Poy, seconded by Senator Pat Carney, proposing that May be recognized as Asian Heritage Month. Today, Asian Heritage Month is celebrated across North America.



## The Organizer

**T**he Global Asian Interactive Youth Association (GAIYA) was established in 2003. It is a Canadian non-profit organization consisting of high school, college, university students, and a board group working together to contribute to society. Its first event, Summer Village Festival in 2003 was hosted in response to the SARS epidemic in Taiwan. Since then, GAIYA has been active in Toronto, participating in various charitable events and activities including Kids Can Free the Children and has donated over \$41,000 to various charities around the world.. Now with chapters around the world, including in Taiwan, Panama, and Hawaii, it continues to grow every year.

## Co-chair

Federation Philippine Chinese in Ontario

## Co-organizers

Canadian Multicultural Council

The International Asian Interactive Association (IAIA)

Toronto Fil-Can Association of York Simcoe

Toronto Fil-Can Community Champion Lions Club

Philippine Independence Day Council



## Board of Directors - Community Partners

### (A-Z)

Afghan Association of Ontario

Asian Communities Council of Canada

Australia Community

Canadian Cambodian Association of Ontario

Canada Sri Lanka Association of Ontario

China, HK Community

Federation Philippine Chinese In Ontario

Iran Community

Indonesia Community

Japanese Canadian Cultural Centre

Korean Canadian Cultural Association

Lao Association of Ontario

Macao Club (Toronto) Inc.

Malaysian Association of Canada

Myanmar Community

National Association of INDO-Canadians

Pakistan Community

Philippine Independence Day Council

Russian Community

Saudi Arabia Community

Singapore Community

Taiwan Community

Toronto Fil-Can Association of York Simcoe

Toronto Fil-Can Community Champion Lions Club

Turkey Community

Thai Society of Ontario

Vietnamese Association, Toronto (VAT)



## Event Objectives

- Showcase Asian communities by displaying the spirit and beauty of the upcoming generation.
- Promote cultural exchange among Asian communities.
- Facilitate cultural and economic interchange by allowing contact among people from different communities.
- Promote the goodwill of corporate sponsors within ethnic communities.
- Reflect the contributing spirit of Toronto's ethnic communities in Canada's cultural mosaic.
- Showcase diverse cultures.
- Support leadership and social responsibility within the youth population.
- Raise funds for the SickKids Foundation.



## Event Schedule

Nov 8th, 2014, 1pm PENDING	Media Press Conference: around 20 ethnic communities meet the press at a location TBD.
Nov 15th, 2014	First open audition at a location TBD.
Jan 17th, 2015	Second open audition at a location TBD.
Feb 14th, 2015	Third open audition at a location TBD.
Mar 14th, 2015	Semi-final at 888 Progress Avenue
May 14th, 2015 PENDING	Finalist Press Conference at Richmond Hill Lexus.
May 31th, 2015	Grand Finale Competition at The Four Seasons Centre for the Performing Arts OR Hilton

\* Schedule is subject to change. Also for the first time we will have a branch in Beijing, China where auditions will be held for local talent participation.

## Media Sponsors

- TV: at all ethnic TV stations. Wow TV, Toronto Net TV, Rogers, OMNI II, etc.
- Radio: ethnic radio stations.
- Print: World Journal, Today's Daily News, Sing Tao Daily, Fashion Studio 7 Magazine, South Asian Focus, The Liberal, and newspapers from all ethnic communities.
- Internet: 51.ca, naol.ca, yorkbbs.ca, torcn.ca, newnews.ca, dushi.ca, rolia.net, news.inorstar.com, news.newstarnet.com, etc

Advertisement begins February 26 on a bi-weekly basis.

## Print Advertising

- 3,000+ posters distributed in all ethnic communities.
- 5,000+ flyers distributed in all ethnic communities.
- 3,000+ program booklets promoting Beauties of Asia
- 800 tickets (title sponsor will be printed on the tickets)

## Advertising Impressions

- We expect to reach a total of 10,000 individuals in Toronto and the GTA through print and media advertising.



## Beneficiary

SickKids Foundation

Established in 1972, SickKids Foundation raises funds on behalf of The Hospital for Sick Children. The Foundation's fundraising is driven by the belief that improving the health and well-being of children is one of the most powerful ways to improve society. They inspire our communities to invest in health and scientific advances to improve the lives of children and their families in Canada and around the world.

## Fundraising

Proceeds from Beauties of Asia will be donated to the SickKids Foundation. An announcement will be made about this important fundraising initiative on March 1st, 2015. Donations tables will be set up at all 6 events (held at Market Village-the largest Asian mall in the GTA, and at Richmond Hill Lexus) leading up to the grand finale. Fundraising will also be implemented at the grand finale.

Fundraising target: \$4000+



## Sponsorship Package - Title Sponsor \$50,000

\*Benefits include:

- Honored as the Exclusive Sponsor of Beauties of Asia with dominant naming rights.
- Acknowledged as the Title Sponsor in all media, advertisements and marketing materials for Beauties of Asia.
- Media exposure in more than 10 ethnic community newspapers, newspapers and websites.
- Your name and product will be mentioned whenever there is reference made to Beauties of Asia in news reports, posters, and advertisements.
- Acknowledged as “presenter” on all printed marketing materials including 3,000+ posters, and 5,000+ leaflets.
- Full-page(8.5”x 11”), color advertisement on the back cover on 3,000 program booklets.
- Company/product banner presented at all Beauties of Asia events which include 2 press conferences, 3 open auditions, semi finals and the grand finale.
- Promotional booth in a designated area during press conferences and grand finale. (The booth is to be staffed by the sponsor.)
- Exclusive right to hold a news conference as the Title Sponsor.
- First on the Sponsor List on the Beauties of Asia official website. Includes company logo and link to your website.
- Right to have company logo on one side of the final competition ticket (800 tickets). A product promotion on the ticket is allowed.
- Verbal acknowledgement of Title Sponsor at all 7 events.
- Repeat showing of 60-second company advertisement (provided by sponsor) on video wall at the final competition of Beauties of Asia.
- 20 second advertisement in opening video at the final competition.
- 15 VIP tickets to the final event.
- Best location of VIP table (sits 10) at the final event. Cocktail reception or dinner and wine included. (\$2370 value)
- Representatives acknowledged as honored guests at press conferences and awards ceremony at final event, and to be a judge in the panel.
- Representatives allowed a three-minute speech and can present award to the winner.
- Beauties of Asia guests, contestants and winner available for pictures with your representatives.
- Miss Beauty of Asia as your company spokesperson for one year. (This includes 2 image albums and appearances on behalf of the company at a maximum of 6 promotional events.)

\* Benefits are not exhaustive. We are open to sharing ideas of new ways to benefit your business.



## Sponsorship Package - Diamond Sponsor \$30,000

\*Benefits include:

- Acknowledged as the Diamond Sponsor in all media, advertisements and marketing materials for Beauties of Asia.
- Media exposure in more than 10 ethnic community newspapers, newspapers and websites.
- Company logo on all printed marketing materials including 3,000+ posters, and 5,000+ leaflets.
- Full-page(8.5"x 11"), color advertisement on any inside page of 3,000 program booklets.
- Company/product banner presented at all Beauties of Asia events which include 2 press conferences, 3 open auditions, semi finals and the grand finale.
- Promotional booth in a designated area during press conferences and grand finale. (The booth is to be staffed by the sponsor.)
- Second on the Sponsor List on the Beauties of Asia official website. Includes company logo and link to your website.
- Company logo on one side of the final ticket.
- Verbal acknowledgement as Diamond Sponsor at all 7 events.
- Repeat showing of 30-second company advertisement (provided by sponsor) on video wall at the final competition of Beauties of Asia.
- 10 VIP tickets to the final event.
- One VIP table (sits 10) at the final event. Cocktail reception or dinner and wine included. (\$1580 value)
- Representatives acknowledged as honored guests at press conferences and awards ceremony at final event.
- Representatives allowed to present award to the Runner-up winner.
- Beauties of Asia guests, contestants and winner available for pictures with your representatives.
- The Runner-Up as your company spokesperson for one year. (This includes 1 image album and appearances on behalf of the company at a maximum of 4 promotional events.)
- Representative to be a judge in the panel.

\* Benefits are not exhaustive. We are open to sharing ideas of new ways to benefit your business.



## Sponsorship Package - Gold Sponsor \$20,000

\*Benefits include:

- Acknowledged as the Gold Sponsor in all media, advertisements and marketing materials for Beauties of Asia.
- Company logo on all printed marketing materials including 3,000+ posters, and 5,000+ leaflets.
- Full-page(8.5"x 11"), color advertisement on any inside page of 3,000 program booklets.
- Company/product banner presented at all Beauties of Asia events which include 2 press conferences, 3 open auditions, semi finals and the grand finale.
- Promotional booth in a designated area during press conferences and grand finale. (The booth is to be staffed by the sponsor.)
- Third on the Sponsor List on the Beauties of Asia official website. Includes company logo and link to your website.
- Verbal acknowledgement as Gold Sponsor at final event.
- Repeat showing of 15-second company advertisement (provided by sponsor) on video wall at the final competition of Beauties of Asia.
- 8 VIP tickets to the final event.
- One VIP table (sits 8) at the final event. Cocktail reception or dinner and wine included. (\$1264 value)
- Representatives acknowledged as honored guests at press conferences and awards ceremony at final event.
- Representatives allowed to present award to the Second Runner-up winner.
- The Second Runner-up as your company spokesperson for one year. (This includes 1 image album and appearances on behalf of the company at a maximum of 4 promotional events.)
- Representative to be a judge in the panel.

\* Benefits are not exhaustive. We are open to sharing ideas of new ways to benefit your business.



## Sponsorship Package - Silver Sponsor \$15,000

\*Benefits include:

- Acknowledged as the Silver Sponsor in all media, advertisements and marketing materials for Beauties of Asia.
- Company logo on all printed marketing materials including 3,000+ posters, and 5,000+ leaflets.
- Full-page(8.5"x 11"), color advertisement on an inside page of 3,000 program booklets.
- Company/product banner presented at all Beauties of Asia events which include 2 press conferences, 3 open auditions, semi finals and the grand finale.
- Promotional booth in a designated area during press conferences and grand finale. (The booth is to be staffed by the sponsor.)
- Company name, logo, and website on the Beauties of Asia official website. Includes a link to your website.
- Verbal acknowledgement as Silver Sponsor at final event.
- Repeat showing of 15-second company advertisement (provided by sponsor) on video wall at the final competition of Beauties of Asia.
- 6 VIP tickets to the final event.
- One VIP table (sits 6) at the final event. Includes cocktail reception or dinner and wine. (\$948 value)
- Representative to be a judge in the panel.

\* Benefits are not exhaustive. We are open to sharing ideas of new ways to benefit your business.



## Sponsorship Package - \$5000 Sponsor

\*Benefits include:

- Full-page (8.5"x 11"), color advertisement in 3,000 program booklets.
- Company name, logo, and website on the Beauties of Asia official website. Includes a link to your website.
- Logo on video wall at the final competition of Beauties of Asia.
- 2 VIP tickets to the final event. Includes cocktail reception or dinner and wine. (\$316 value)
- Representative to be a judge in the pannel.

## Sponsorship Package - \$3000 Sponsor

\*Benefits include:

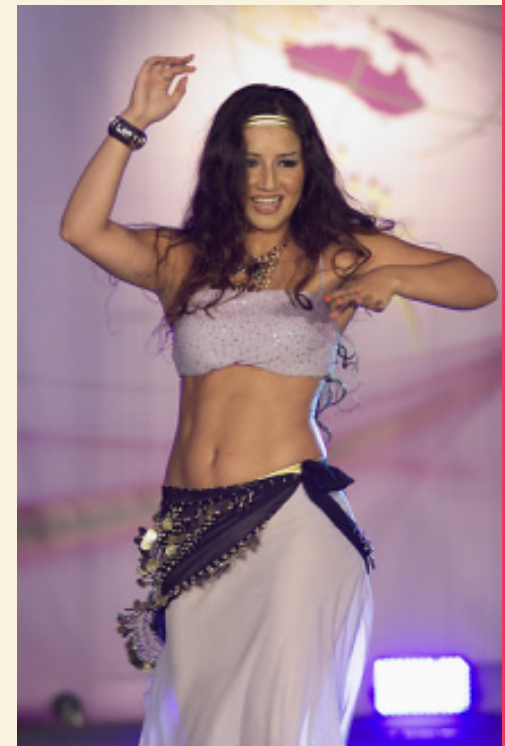
- Half-page (8.5"x 5.5" OR 4.25" x 11"), color advertisement in 3,000 program booklets.
- Company name, logo, and website on the Beauties of Asia official website. Includes a link to your website.
- Logo on video wall at the final competition of Beauties of Asia.
- 4 regular tickets to the final event. (\$140 value).

## Sponsorship Package - \$1000 Sponsor

\*Benefits include:

- Quarter-page (4.25" x 5.5"), color advertisement in 3,000 program booklets.
- Company name, logo, and website on the Beauties of Asia official website. Includes a link to your website.
- Logo on video wall at the final competition of Beauties of Asia.
- 2 regular tickets to the final event. (\$70 value).

\* Benefits are not exhaustive. We are open to sharing ideas of new ways to benefit your business.



# SPONSORSHIP AGREEMENT

## Sponsorships:

- Title Sponsor \$50,000
- Diamond Sponsor \$30,000
- Gold Sponsor \$20,000
- Silver Sponsor \$15,000
- \$5,000 Sponsor
- \$3,000 Sponsor
- \$1,000 Sponsor

I/We \_\_\_\_\_ agree to be the \_\_\_\_\_ Sponsor of the Beauties of Asia marketed by Global Asian Interactive Youth Association under the terms and benefits corresponding to the sponsor package we choose. All benefits start from the date of signing and receipt of payment, and the next printing and/or ads release schedule that this agreement falls into.

**Please make cheque payable to:** Global Asian Interactive Youth Association  
**Send to:** 1096 Lillian Street, Toronto, ON, M2M 3G5

Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_

Please forward any inquiries to [info@BeautiesOfAsia.org](mailto:info@BeautiesOfAsia.org). Tax receipts are available upon request.  
 Logo for website can be sent immediately.  
 Graphics for program advertisement and advertisement video must be sent no later than May 1.

## Beauties of Asia 2015 Grand Finale Venue

**B**eauties of Asia 2015 grand finale three hours show will be 17 May 2015 in Four Seasons Centre for the Performing Arts, a world class facility with 2071-seat theatre in Toronto, Ontario, Canada, the home of the Canadian Opera Company (COC) and the National Ballet of Canada.

Inaugurated in 2006, the Four Seasons Centre for the Performing Arts is the first building of its kind in Canada; a theatre built specifically for opera and ballet performances with the finest level of acoustics. The contemporary expression of a traditional horse-shoe-shaped auditorium provides unparalleled intimacy between the audience and the stage with every seat computer-tested for the best possible sightlines.



- The total area of the Four Seasons Centre for the Performing Arts is 35,716 m<sup>2</sup>.
- There are 103 washrooms (one fixture per 20 people), two-thirds of which are for women (65 female/38 male) and three unisex washrooms for the disabled.
- There are designated wheelchair seating locations throughout the auditorium except on Ring 5.
- The glass façade was custom designed in Germany and is the first of its kind in North America. The main façade has an exterior shade, computer controlled and linked to weather sensors.
- The glass staircase in the Isadore and Rosalie Sharp City Room is one of a kind—a glass staircase of this magnitude has never been attempted before. This is the longest free-spanning glass staircase in the world.
- The glass staircase passed a load-test with 20,000 lb. of weights.





Global Asian Interactive Youth Association

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

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