

Support the #1 Community Academic Hospital in Canada and One of the Top 100 in the World

— Ranked by Newsweek as “The World’s Best Hospitals 2022”

North York General Foundation RADIO^{THON}

in partnership with



Thursday, August 18, 2022

A Proposal for



NORTH YORK
GENERAL
FOUNDATION

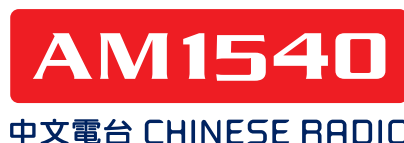
北約克醫院基金會

Support the #1 Community Academic Hospital in Canada and One of the Top 100 in the World

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Sponsorship Opportunities





North York General Foundation Radiothon, in Partnership with A1 Chinese Radio AM 1540

Date: Thursday, August 18, 2022

Time: 7AM to 6PM

During the Radiothon, on-air personalities will share stories and interviews from NYGH staff, patients and families.

An evening concert will also be organized by the station on August 20 from 8pm to 10:30pm. It will be broadcast online through A1's Facebook and YouTube channel.

Proceeds will support a new Seniors Long Term Care Home at NYGH.

Benefits of partnering with us

Last year at the Radiothon, \$210,000 was raised from donors and sponsors. This year, we are counting on your support to raise fund for our new Seniors Long Term Care Home

- A1 Chinese Radio's major weekday programs reach over 80% of Chinese radio listeners + A1 app and web averages 4,000 listeners/day
- Some of the top 8 most popular Chinese DJs in Toronto will be part of the Radiothon
- North York has one of the largest Chinese communities in the GTA and NYGH has a high volume of patients from other Chinese communities such as Scarborough and Markham
- North York has more households in the top income bracket compared to provincial and national levels

Extend your brand reach

- Engage with existing and prospective customers
- Align your brand with both North York General Hospital and A1 Chinese Radio — two strong brands in the community

Build your brand as a caring corporate citizen

- Reaffirm to the Chinese community that you are an engaged, socially responsible organization or individual, invested in the health of your community
- Support the development of a new Seniors Long Term Care Home for our aging population

The future of Seniors' Care

A new Seniors Long Term Care Home our residents deserve.

North York General has a track record of offering exceptional eldercare – before and during the pandemic. Already a national leader in seniors health and wellness, we are building a new Seniors Long Term Care Home right across the street from our main campus. The new home will be one of the largest in Toronto and among the first designed using our insights from the pandemic. The home will be fully integrated with the hospital to provide residents with full access to emergency and specialty services and NYGH's large family medicine team. It will also be connected to an array of seniors' services including our well-known Freeman Centre for the Advancement of Palliative Care, Geriatric Mental Health, rehab services and many other seniors-specific clinics for residents and the community.

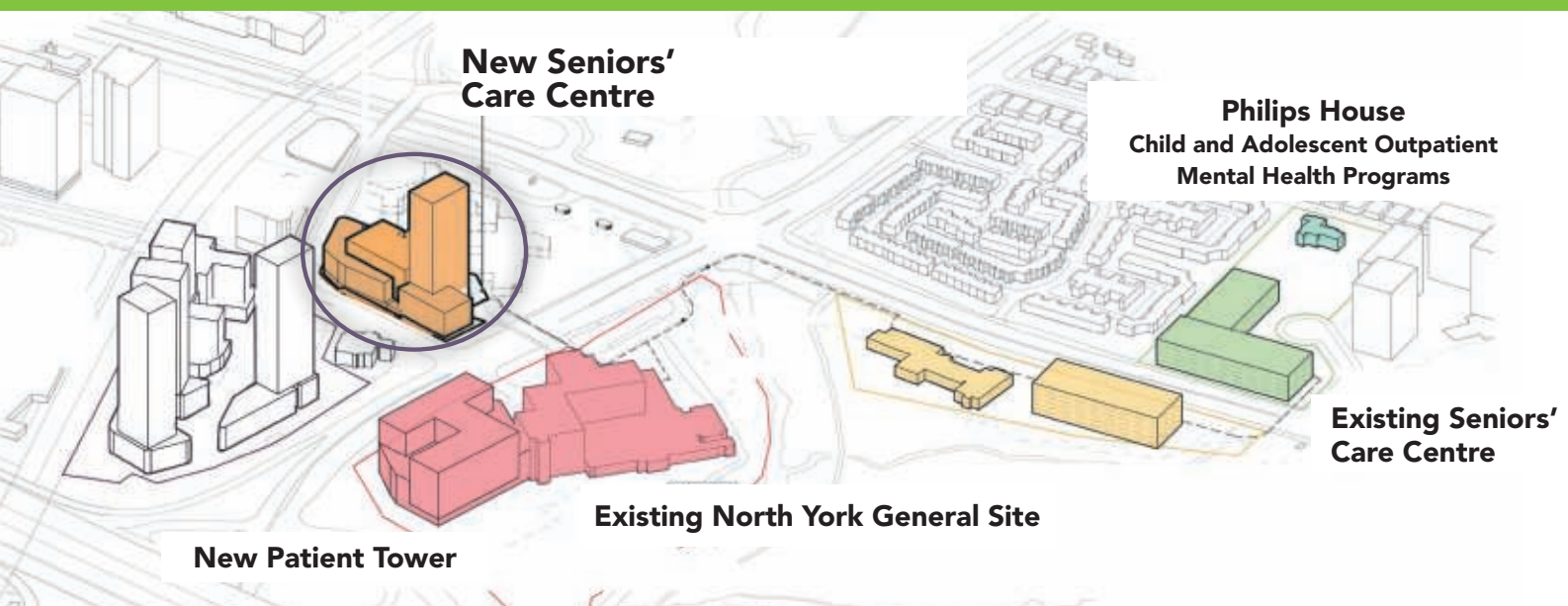
The new home will be built with our many communities in mind, with special focus on culturally diverse programming, resources and food. Planning is well underway, and the home is expected to open before 2027.

With philanthropic support, North York General can change the conversation about long term care and how it should be delivered.

Help us continue our excellence in eldercare.

North York General "City of Care"

A centre of health, healing and hope in North Toronto.



Partnership Opportunities

Option I: Radiothon Diamond Sponsor — \$10,000

- Special exclusive recognition as Radiothon Diamond Sponsor on all promotional print material and through on-air mentions during the Radiothon
- Large logo visibility in print through Sing Tao Daily Newspaper (one week house ads), name mentioning in Sing Tao Weekly (2 page articles) & Star Magazine (2 page articles)
- Full live interviews on-air during the Radiothon
- Cheque presentation and photo opportunity on-air during the afternoon broadcast
- Inclusion on the Inspiration Gallery Donor Wall at North York General Hospital
- Recognition as Radiothon Diamond Sponsor across all North York General Foundation social media posts, e-communications and promotions
- Large logo visibility on NYGH Foundation websites (Chinese/English) as Radiothon Diamond Sponsor
- Large logo visibility on post event Thank You ad as Radiothon Diamond Sponsor
- Opportunity to contribute to on-air lucky draw, to showcase your products, services, and express appreciation to donors
- Full business receipt



Partnership Opportunities

Option II: Power Match Sponsors/ Supporters — \$5,000

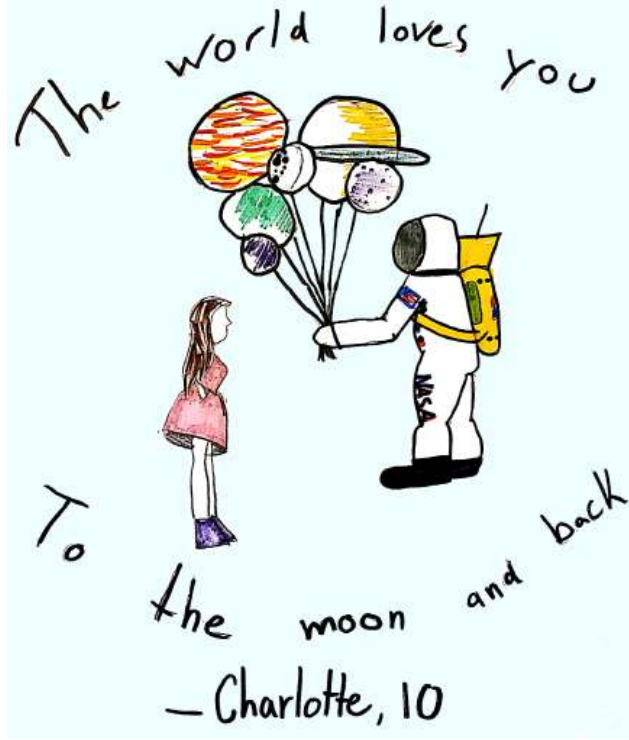
- Power Match Partner — allows you to match donations during the selected 1 hour Radiothon broadcast
- Company or donor name visibility in print promotion through Sing Tao Daily Newspaper (one week house ads), name mentioning in Sing Tao Weekly (2 page articles) & Star Magazine (2 page articles)
- Mention as Power Match Partner by on-air personalities during the Radiothon
- Pick the hour (as available) between 7am — 6pm
- 3 minute on-air interview during the chosen hour of the Radiothon
- Recognition as Power Match Partner across all North York General Foundation social media posts, e-communications and promotions
- Company or donor name visibility on NYGH Foundation websites (Chinese/English) as Power Match Partner
- Company or donor name visibility on post event Thank You ad as Power Match Partner
- Donation Tax Receipt for Power Match Supporter
- Full Business Receipt for Power Match Sponsor

Option III: Radiothon Gold Sponsors — \$2,500

- Mention as Charity Gold Sponsor by on-air personalities during the Radiothon
- Logo visibility in print promotion through Sing Tao Daily Newspaper (1 house ad), name mentioning in Sing Tao Weekly (2 page articles) & Star Magazine (2 page articles)
- Recognition as Charity Gold Sponsor across all North York General Foundation social media posts, e-communications and promotions
- Logo visibility on NYGH Foundation websites (Chinese/English) as Charity Gold Sponsor
- Logo visibility on post event Thank You as Charity Gold Sponsor
- Opportunity to contribute to on-air lucky draw, to showcase your products, services, and the appreciation to the donors
- Full business receipt

Option IV: Corporate/Individual Donation

- Mention during the Radiothon with donation over \$500
- Opportunity to be included on the Inspiration Gallery Donor Wall at North York General Hospital if donation reaches \$10,000 or above
- Donation Tax Receipt



Support a hospital that is known for being the #1 community academic hospital in Canada, one of the top 5 of all hospitals in the country, one of the top 100 in the world, and one of Canada's Best Employers. By joining with us, you will help make a world of difference for thousands of seniors.

For more information please contact:

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**NORTH YORK
GENERAL
FOUNDATION**

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