



Toronto General & Western
Hospital Foundation

JOIN US!

Fairchild Radio Toronto
**Chinese-Canadian
Radiothon**

*Partnering together to improve the health of the
Chinese-Canadian community*





An exciting sponsorship opportunity

Toronto General & Western Hospital Foundation & Fairchild Radio Toronto invite your organization to be one of the sponsors of our inaugural **Chinese-Canadian Radiothon**, a fundraising venture supporting the Chinese Community Health Fund at TGWHF.

Patients of Chinese origin are one of the three highest populated patient groups treated at our hospitals, particularly in relation to diabetes, obesity, cancer, liver disease and mental health.

For patients and families who do not speak English or who are newcomers to Canada, the healthcare system can be overwhelming. Language and cultural differences can make it difficult for patients to communicate their needs and concerns — and to understand their treatment. Creating culturally competent healthcare programs and services help keep our communities healthy and empowers community members to take responsibility for their health and the health of their families.

On **March 9th, 2010**, TGWHF and Fairchild Radio Toronto will be hosting a half-day radiothon to raise **\$50,000** for the Chinese Community Health Fund!

We invite you to read on to learn how you and your company can play a vital role in transforming the delivery of healthcare to Chinese-Canadian communities in the Greater Toronto Area.





Join us in caring for the Chinese-Canadian community!

By partnering with us, your company will be playing a vital role in providing accessible, multilingual health information and services to Mandarin and Cantonese-speaking patients, and you will be investing in two of Canada's largest medical institutions, Toronto General and Toronto Western Hospitals.

Support the Chinese Community Health Fund

Your sponsorship contribution will be used to help us produce a meaningful and successful radiothon, enabling us to raise money for the Chinese Community Health Fund.

Some of the programs and services that this initiative will fund include:

- Asian Initiative in Mental Health (AIM)
- Diabetes Education Centre
- Liver Clinic
- Patient Education Network
- Chinese Translations & Interpretation Services





Benefits of sponsoring the Radiothon

Sponsorship is about associating your company with a reputable brand and an attractive event, in order to increase sales, connect with a target audience, or heighten your organization's image. It is about gaining access to people who may want to do business with you.

Return on Your Investment Dollar

- Be exposed to a large, relevant consumer-based audience via two prominent Chinese radio stations: AM1430 and FM88.9
- Market your brand and services to 32,500 daily Fairchild listeners and 30,000 TGWHF donors
- Attract prominent media attention through event coverage
- Position your organization as a caring corporate citizen and a strategic supporter of Chinese-Canadian healthcare
- Associate your company with a hospital network that promotes global impact, innovation and patient-centred care





Sponsorship Opportunity: Presenting Sponsor

Revenue investment = \$7,500

Feature presenting partner of the Chinese-Canadian Radiothon

Benefits

- Pre-event promotion – in radiothon promotional mentions on AM1430 and FM88.9
- Recognition in approx. 15 streaming spots throughout the radiothon to a captive at-work audience of 34,500 Chinese-speaking people
- Opportunity to present donation on air with a 90 second interview spot (pre-recorded or live)
- Acknowledgement in all media coverage
- Name and logo on all onsite signage during live broadcast from TWH
- Special recognition as a corporate partner in TGWHF's 2010 Annual Report
- Thanked in TGWHF 2010 Spring Newsletter *Report on Your Support* (distribution of 30,000)
- Name and logo used in thank you letter mailed to supporters
- Production, design and translation services provided
- Corporate logo with hyperlink on all partner websites (www.fairchild.com, www.tgwhf.ca and www.chinesecanadianradiothon.ca)





Sponsorship Opportunity: Power Hour Sponsor

Revenue investment = \$2,500

Exclusive sponsor of one of 4 hours of broadcasting

Benefits

- Sponsored hour during the radiothon broadcast with an intro and extro announcement (your name will be used to help drive in donations during your sponsored hour)
 - Recognition in 2 streaming spots throughout the radiothon to a captive at-work audience of 34,500 Chinese-speaking people
 - Opportunity to present donation on air with a 45 second interview spot (pre-recorded or live)
 - Acknowledgement in all media coverage
 - Name and logo on all onsite signage during live broadcast from TWH
- Special recognition in TGWHF's 2010 Annual Report
- Thanked in TGWHF 2010 Spring Newsletter *Report on Your Support* (distribution of 30,000)
 - Production, design and translation services provided
 - Corporate logo with hyperlink on all partner websites (www.fairchild.com, www.tgwhf.ca and www.chinesecanadianradiothon.ca)





Sponsorship Opportunity: Commercial Advertisement

Revenue investment = \$100 per 30-second spot or \$175 for a 60-second spot
Special advertisement aired during live radiothon program

Benefits

- One pre-recorded advertisement to air during a special commercial segment on the day of the radiothon (hour and length based on revenue investment)
- Special recognition by radio host during the hour in which the commercial airs
- Name listed on all event signage (posted during live broadcast from TWH)
- Name listed in all print materials
- Name listed on all partner websites (www.fairchild.com, www.tgwhf.ca and www.chinesecanadianradiothon.ca)
- Production, design and translation services provided





Recognizing Your Support

Sponsorship Benefits	Presenting Sponsor	Power Hour Sponsor	Commercial Advertisement
Pre-event promotion	X	X	
Logo on event signage (posted onsite during live broadcast from TWH)	X	X	X
On air interview	X (90 seconds)	X (45 seconds)	
Outdoor video screen advertisement (Dragon City Mall at Spadina-Dundas)	X (Promotional media byte)	X (Name and logo only)	
On air recognition	X (Name mentioned 3x an hour for five hours)	X (Intro & extro announcement at start/end of sponsored hour)	X (During purchased air time)
Ad production			X (Radio commercial produced by Fairchild)
Acknowledgement in all media coverage	X	X	
Logo on all print materials	X	X	X (Name only)
Logo on website	X	X	X (Name only)
Website link and recognition	X	X	
Special recognition in Foundation communication materials	X	X	





Thank You

For other donation amounts or to discuss a customized sponsorship, please contact:

Nicole Beatty

Development Officer, Community Partnerships
Toronto General & Western Hospital Foundation
T/ 416.340.5240
E/ nicole.beatty@uhn.on.ca
www.uhnamazingrace.ca

Thank you for considering our request. We hope you will join us in enhancing the wellness of Chinese-Canadians across the Greater Toronto Area!



Toronto General & Western
Hospital Foundation

