

Organized by:



密西沙加華商會
MISSISSAUGA CHINESE
BUSINESS ASSOCIATION

In Partnership with:



2022 CCAD

An Unprecedented Cultural Experience

Sponsorship Package

Date: September 24, 2022 (Saturday)

Time: 11am - 9pm

Where: Mississauga Celebration Square

300 City Centre Dr, Mississauga, ON L5B 3C1



2022 CCAD An Unprecedented Cultural Experience

Event Information

The **2022 Community Crime Awareness Day (CCAD)** – An Unprecedented Cultural Experience is organized by Mississauga Chinese Business Association in partnership with the Peel Regional Police.

Mississauga is a diverse multicultural city. Many of us come from a foreign country and, by choice, we make Canada our home. The Peel Regional Police has developed many programs to serve our needs. Apart from protecting the citizens, policing also means educating us about the safety and crime awareness in our community. As new Canadians we may not be familiar with Canadian laws and regulations. MCBA acts as a bridge between the Peel Regional Police and this diverse group of new immigrants. By participating in CCAD the Peel Regional Police has earned the respect and confidence of the public as a trusted friend. In the past twenty years, MCBA has produced hundreds of shows and performances representing every corner of the world, providing the Police and the community an opportunity to blend. Every CCAD event is a Cultural Experience by itself. On this day, there is no racial nor language barrier. We live together as one nation sharing the richness of the culture of many countries.

CCAD attendance has been growing since its inception in 2001. We anticipate the previous record of 10,000 spectators will be surpassed in 2022. CCAD will continue to provide information and education through entertainment and performances. The current positive response from all communities is the direct result of this successful unifying format. Under this joyous atmosphere we learn the true function of the Peel Regional Police and how they protect us against crime. At the same time, CCAD is also a celebration of the cultural harmony of many nations. They come together to perform for us, manifesting the beauty of their country in their own music, dance, and food.

Special Features for 2022:

Food Fair. A large variety of foods and delicacies from different countries are displayed in this event. The sharing of a meal is the best form of communication, friendship and understanding. This truly adds to our theme of celebrating multicultural diversity and customs.

Mississauga Autumn Festival. Autumn is a season of joy. To celebrate the success of the yearlong hard work, hundreds of lanterns will be lit throughout the Square at dusk to usher in the good omens of Autumn Festival. It is time to give thanks to the great harvest, the goodwill among us and the prosperity of Canada. Many business booths will display the abundance of the land.

Autumn in Concert. The highlight of the event is the spectacular Autumn in Concert in the evening. This year it will be bigger and better. There will be accomplished performers as well as the latest upcoming stars to light up your spirit and fill up your senses. It is a concert you do not want to miss. After a full day of activities there is nothing better to be entertained by the best in Canada. Regardless if you are young or young at heart you will be thrilled. Come and enjoy with us an Autumn in Concert at CCAD.

Unlimited Activities and Games. The event is a fun filled day for families and friends. Admission is FREE. Live entertainments and activities continue throughout the day, giving attendees plenty to do including cultural performances, Royal Canadian Air Cadets performances, Peel Regional Police's repelling demonstration, etc. In addition, catch a fish, face painting, balloon twisting, inflatable games, wheel of fortune are some of the other games for the kids. Attendees will have the photo opportunity with Superhero Characters roaming around the square. There will be multiple lucky draws with a WINNER every hour and at the end of the day, get ready to win the BIG LUCKY DRAW PRIZE.

Event Highlights

Opening Ceremony

Community leaders, dignitaries and sponsors will join us at this special occasion sharing their greetings and remarks

Crime Prevention Presentation – Peel Regional Police Demonstrations

- Understand crime and learn ways to prevent crimes
- Hate motivated crime and incident
- Protect yourself; your family, home & business
- Get to community resources

Food Fair - Food Booths & Food Trucks

- Spend more time with family & friends to explore the diverse culinary
- For those who love food and festivals
- To satisfy your thirst for amazing food

Multicultural Performance

Incredible entertainment on the stage by local artisans and community groups

Autumn Festival

Discover the story of the festival and celebrate with coloured lanterns. 1000 lanterns for giveaways

Lucky Draw

Draws for great prizes



2022 CCAD An Unprecedented Cultural Experience

Levels of Sponsorship

Package Level	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Amount	\$10,000	\$5,000	\$3,800	\$1,800
Event Naming Right	★			
Dinner tickets to the 19th Community Policing	16 VIP Dinner	8 VIP Dinner	8 Regular	4 Regular
Dinner on September 14, 2022	Tickets (2 Tables)	Tickets (1 Table)	Dinner Tickets	Dinner Tickets
VIP Designated Seating at Opening Ceremony	★	★	★	Preferred Seating
Speech Opportunity at Opening Ceremony	★	★		
Special acknowledgement and recognition on Stage	★	★	★	★
Banners displayed at event venue	Up to 5	Up to 3	Up to 2	
Logo displayed on the Digital Program Screen at the Mississauga Celebration Square	★	★	★	★
Booths - (Each booth = 2'x6' table + 2 chairs) will be provided for distribution of promotional materials	5 booths	3 booths	2 booths	1 booth
Company's name and logo acknowledgement at a prominent position on event flyers, poster and T-Shirt	★	★	★	★
Special acknowledgement with a recognition plaque presented at the Community Policing Dinner	★	★	★	★
Special acknowledgement on website	★	★	★	★

Additional Sponsorship Opportunity: Lantern Sponsor \$2,500 (one sponsor only)

Sponsorship includes:

- Named as exclusive Lantern Sponsor on stage
- Special acknowledgement and recognition on Stage
- Sponsor Name/Logo imprint on 1800 lanterns
- Company's name and logo acknowledgement at a prominent position on Event flyers, posters and T-Shirt
- Special acknowledgement on website"

A La Carte Sponsorship

Tailor your own package with the MCBA CCAD a la carte for 2022 Event:

- 1. \$1,500 – Car Display:** 2 cars space will be provided for display.
- 2. \$300 – Commercial Booth Sales: Commercial Vendors can make sales of cultural or products that have a cultural theme/aspect upon products that have a cultural theme/aspect upon products that have a cultural theme/aspect upon application approval.** A booth (1 - 2'x6' Table + 2 Chairs) will be provided for sales of merchandise or distribution of promotional materials.

All commercial vendors must have a Special Event License.

Enforcement Section will determine if a license is required depending upon the vendor already has a license or not and what type of they have. All required supporting documents for license application have to reach the MCBA office 3 weeks before the event date.

Each commercial vendor must produce a certificate of insurance evidencing proof General Liability Insurance in the amount of \$2,000,000 and City Mississauga must be added to the Insurance as an additional insured.

Booths do not require a license if they are displaying/promoting/giving items and no transaction is involved at the event.

- 3. \$300 – Food Truck Food Booth:** Food Vendor needs to pay the application fee for Special Event License and provide the following document for application: Certificate of insurance evidencing proof of General Liability Insurance in the amount \$2,000,000 and the City of Mississauga must be added to Insurance as an additional insured, and the City of Mississauga must be added to Insurance as an additional insured, TSSA Propane Inspection and Region of Peel Health Inspection.

MCBA reserves the right to select appropriate food vendor for event.

- 4. \$200 Logo on T-shirt.** Company name and logo will be printed on T-shirt.

Sponsorship Form

**Submit this form along with a cheque made payable to
Mississauga Chinese Business Association to the address below:**

Company: _____

Contact Person: _____

Tel: _____ Fax: _____ Email: _____

Address: _____

- | | | | |
|---|------------------|---|---------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 | <input type="checkbox"/> Gold Sponsor | \$3,800 |
| <input type="checkbox"/> Platinum Sponsor | \$5,000 | <input type="checkbox"/> Silver Sponsor | \$1,800 |
| <input type="checkbox"/> Commercial Booth Display | \$300 | <input type="checkbox"/> Lantern Sponsor | \$2,500 |
| <input type="checkbox"/> Food Booth/Food Truck | \$300 | <input type="checkbox"/> Dinner, Regular Table of 8 | \$704 |
| <input type="checkbox"/> Car Display | \$1,500 | | |
| <input type="checkbox"/> Logo on T-shirt | \$200 | | |
| <input type="checkbox"/> Dinner, Individual ticket(s) _____ tickets x \$88 each | Total : \$ _____ | | |

METHOD OF PAYMENT

Please make cheque payable to "Mississauga Chinese Business Association"
5200 Dixie Road, Unit 117, Mississauga, Ontario, L4W 1E4

MATERIAL SUBMISSION DATE:

All sponsors are responsible for providing their camera-ready artwork LOGO
to the organizer **before August 1, 2022.**

All payments are due on or **before August 1, 2022.**

For further information, please contact **Ms. Shella Chun** at
Email: mcba@mcba-canada.com
Tel: 905-625-6222