

Organized by :



密西沙加華商會  
MISSISSAUGA CHINESE  
BUSINESS ASSOCIATION

In Partnership with:



# 2023 CCAD Cultural Diversity

~ Community Crime Awareness Day  
~ Salute to Seniors

## Sponsorship Package

Date: October 1, 2023 (Sunday)

Time: 11:00a.m. - 7:00 p.m.

Where: Mississauga Celebration Square

300 City Centre Dr., Mississauga, ON L5B 3C1



# 2023 CCAD Cultural Diversity

## Event Information

**The 2023 Community Crime Awareness Day (CCAD) - Cultural Diversity: Community Crime and Salute to Seniors** is organized by the Mississauga Chinese Business Association (MCBA) in partnership with the Peel Regional Police. This year's event aims to highlight cultural diversity, community safety, and pay tribute to seniors.

Mississauga is a diverse multicultural city, and the CCAD serves as a platform to bring together people from different backgrounds. It aims to educate the community about crime awareness and safety, especially among new immigrants. The Peel Regional Police actively participate in this event, building trust and confidence among the public as a trusted friend and protector.

In addition to focusing on crime prevention, the CCAD recognizes the contributions and experiences of seniors in the community. It serves as a platform to salute and honor their wisdom, knowledge, and the valuable role they play in society.

The CCAD has been a growing event since its inception in 2001, and organizers anticipate a larger turnout than ever before in 2023. It continues to provide information, education, and entertainment through various performances and activities that showcase the cultural diversity and customs of Mississauga.

### Special Features for 2023:

- 1. Cultural Diversity Showcase:** The event celebrates the multicultural fabric of Mississauga. Various cultural performances, including music, dance, and traditional arts, will be showcased to highlight the diversity and richness of the community.
- 2. Community Crime Awareness:** The Peel Regional Police will provide information, resources, and workshops on crime prevention, safety measures, and Canadian laws and regulations. Attendees will have the opportunity to learn about community policing initiatives and how to stay safe in their neighborhoods.
- 3. Salute to Seniors:** This year, CCAD will pay tribute to seniors and their contributions. There will be special activities, performances, and displays to honor their wisdom, experience, and the important role they play in the community.
- 4. Senior-Focused Programs:** The CCAD will feature programs and services specifically tailored to seniors. These may include health screenings, informational sessions on senior rights and resources, and opportunities for seniors to connect with community organizations that support their well-being.
- 5. Food Fair:** A diverse range of culinary delights from different cultures will be available at the Food Fair. Attendees can sample and enjoy various cuisines, fostering cultural understanding and appreciation.
- 6. Entertainment and Performances:** Throughout the day, there will be live entertainment, including musical performances, dance shows, and theatrical presentations. Acclaimed artists, as well as emerging talents, will showcase their skills, providing a memorable experience for attendees of all ages.
- 7. Interactive Activities:** The event will offer a wide range of interactive activities and games for families and friends. Attendees can participate in cultural workshops, engage in sports activities, enjoy face painting, balloon twisting, and take part in various games and contests.
- 8. Lucky Draws and Prizes:** Attendees will have the chance to participate in multiple lucky draws throughout the day, with prizes awarded every hour. The event will culminate in a grand lucky draw prize at the end of the day.

The 2023 CCAD - Cultural Diversity: Community Crime and Salute to Seniors aims to create a vibrant and inclusive environment where attendees can learn about crime prevention, appreciate diverse cultures, and pay homage to the wisdom and contributions of seniors. It is a day filled with entertainment, education, and community engagement, bringing people together in celebration of Mississauga's cultural diversity and shared commitment to safety and respect.



# 2023 CCAD Cultural Diversity

## Event Highlights

### Opening Ceremony

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



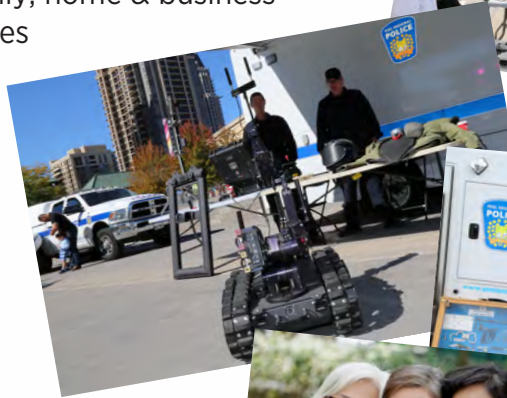
### Crime Prevention Presentation

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



### Peel Regional Police Demonstrations

- Police drone squad
- Bomb squad
- Rappel squad
- Dog training ....



### Salute to Seniors

- Workshop
- Senior-Focused Programs
- Health screenings
- Informational sessions & senior 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



# 2023 CCAD Cultural Diversity

## Event Highlights

### Cultural Activities

- Senior Dance
- Multicultural Dance
- Traditional Music Performance
- Mini Concert
- Playing Drums, Badminton, Table Tennis



### Multicultural Performance

Incredible entertainment on the stage by local artisans and community groups

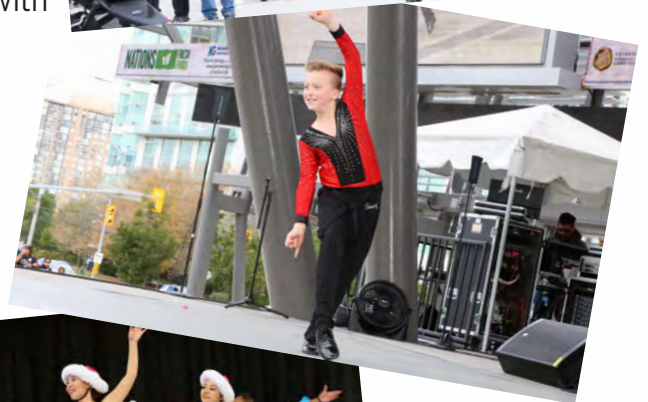
### Autumn Festival

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



### For Kids

- Children games,
- Face Painting,
- Balloon Twisting and more ....



### Lucky Draw

Draws for great prizes



# 2023 CCAD Cultural Diversity

## Levels of Sponsorship

| Package Level   | Presenting Sponsor                    | Platinum Sponsor                      | Gold Sponsor                    | Silver Sponsor                  |
|---|---------------------------------------|---------------------------------------|---------------------------------|---------------------------------|
| <b>Amount</b>   | <b>\$11,000</b>                       | <b>\$5,500</b>                        | <b>\$4,180</b>                  | <b>\$1,980</b>                  |
| Event Naming Right  | ★                                     |                                       |                                 |                                 |
| <b>Dinner tickets to the 20th Community Policing Dinner on September 27, 2023</b>                         | <b>8 VIP Dinner Tickets (1 Table)</b> | <b>8 VIP Dinner Tickets (1 Table)</b> | <b>8 Regular Dinner Tickets</b> | <b>4 Regular Dinner Tickets</b> |
| 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 \$3,500 (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"





# 2023 CCAD Cultural Diversity

## A La Carte Sponsorship

**Tailor your own package with the MCBA CCAD a la carte for 2023 Event:**

**1. \$1,800 – Car Display:** 2 cars space will be provided for display.

**2.\$330 – Commercial Booth Sales: Commercial Vendors can make sales of cultural or 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.\$330 – 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.\$220 Logo on T-shirt.** Company name and logo will be printed on T-shirt.

# 2023 CCAD Cultural Diversity

## 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           | \$11,000                  | <input type="checkbox"/> Gold Sponsor               | \$4,180  |
| <input type="checkbox"/> Platinum Sponsor             | \$5,500                   | <input type="checkbox"/> Silver Sponsor             | \$1,980  |
| <input type="checkbox"/> Commercial Booth Display     | \$330                     | <input type="checkbox"/> Lantern Sponsor            | \$3,500  |
| <input type="checkbox"/> Food Booth/Food Truck        | \$330                     | <input type="checkbox"/> Dinner, Regular Table of 8 | \$768    |
| <input type="checkbox"/> Car Display                  | \$1,800                   |   |          |
| <input type="checkbox"/> Logo on T-shirt              | \$220                     |   |          |
| <input type="checkbox"/> Dinner, Individual ticket(s) | _____ tickets x \$96 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 10, 2023.**

All payments are due on or **before August 10, 2023.**

For further information, please contact **Mr, Ken Mak**, at  
Email: [mcbacanada.com](mailto:mcba@mcbacanada.com) Tel: 905-625-6222