



THE ASIAN GOLD RIBBON CAMPAIGN

Sponsorship Prospectus

ASIAN GOLD RIBBON CAMPAIGN

WEBSITE:

<https://asiangoldribbon.com>

FOUNDER

Dr. Gina Wong, R.Psych.
Professor, Program Chair
Athabasca University
780-901-8692

Asiangoldribbon@gmail.com or
ginapsychologist@gmail.com

CO-FOUNDER

Sheila Wong, CEM, DES
Senior Vice President
BBW International Inc.
416-565-6692

swong@bbwinternational.com

MEDIA REPRESENTATIVE

Elaine Quan
Publicist
EQPR Consulting
(416) 707-9902
equan922@gmail.com

Asian Gold Ribbon in Media

CTV Your Morning Live:
<https://youtu.be/A1ZNXM5nnfw>

CHCH Morning Live, Greater
Toronto and Hamilton:
<https://www.chch.com/asian-canadian-racism/>

Conversation Article:
<https://theconversation.com/asian-heritage-month-gold-ribbons-show-hope-and-solidarity-amid-anti-asian-violence-157664>

MISSION:

WE STAND IN SOLIDARITY against anti-Asian racism and rise in celebration of Asian culture and heritage. The Asian Gold Ribbon Campaign is a platform developed to initiate visibility against anti-Asian racism. We stand together to support healing, amplify Asian voices, and educate to raise awareness. We advocate for the wellbeing of Asian youth, community members, and seniors across Canada and around the globe.

SPONSORSHIP PACKAGES:

TITLE SPONSOR (only one) \$75K or more

The campaign title is renamed to include the corporations' name: e.g., HSBC Asian Gold Ribbon Campaign. Sign on for 2 years with a right of refusal after that.

1. Your organization name always appears and is mentioned with Asian Gold Ribbon campaign
2. Appear on all promotions including social media
3. Listed on top banner of the AGR website
4. Your ad on AGR website in prime location on Home Page
5. Included in all AGR media communications and interviews
6. Four speaking engagements with AGR each calendar year
7. 100 face masks, 100 pins provided
8. Collaborative discussions in sustaining and growing the AGR platform

Article:

<https://news.athabascau.ca/faculty/faculty-of-health-disciplines/the-tragic-rise-of-anti-asian-hate-crimes/>

The Agent,

TVO: <https://www.tvo.org/video/whats-behind-the-rise-of-anti-asian-racism>

commUNITY Masks Blog:

<https://communitymasks.ca/blogs/the-community-mask-blog/the-asian-gold-ribbon-campaign-to-combat-racism-against-people-of-asian-descent>

Breakfast Television Live

Toronto: <https://www.bttoronto.ca/videos/the-personal-and-painful-experiences-of-anti-asian-hate-crimes/>

Global Live Morning Show

Toronto: <https://globalnews.ca/video/7711074/anti-asian-racism-in-canada-how-to-have-open->

CTV Live

Vancouver: <https://bc.ctvnews.ca/mobile/video?clipId=2166416>

CTV National

News: <https://www.ctvnews.ca/mobile/video?clipId=2162764>

PARTNER SPONSOR (only two)

\$25K-74K

1. Ad on AGR website Homepage in prime location
2. During peak campaign activities, mentions on social media once per week
3. Your logo on AGR website to highlight sponsorship
4. Three speaking engagement with AGR each calendar year
5. 50 face masks, 50 pins provided
6. Collaborative discussions in sustaining and growing the AGR platform

A portion of funds contribute to the development of programs and integrated services for Asian mental health services in Canada, especially those who are victims of anti-Asian hate and racism. We also work towards eliminating the stigma of counselling for Asians.

Your sponsorship contributes to a sustained 21st century Asian movement when you support the Asian Gold Ribbon campaign in operational costs and campaign activities.

During the COVID-19 pandemic, Asians have experienced [elevated racial discrimination](#), and these [experiences predict](#) poorer mental health and sleep difficulties. The ongoing shortage of integrated mental health services is problematic. Focused psychological services on healing and recovery are in dire need in Canada.

Sponsorship funds will contribute to free psychological services for victims of anti-Asian attacks through a newly created Asian Canadian Psychologists' Network, not currently in existence.

With funding over \$200 K, we are developing the Asian Mental Health Collective in Canada, a sister organization to the [Asian Mental Health Collective](#) in the US where mental health services are easily available and accessible to Asian communities.

SUPPORT SPONSOR (only 4)

\$5K-\$24

1. Ad featured on AGR website
2. Social media mention once per month
3. Your logo on AGR website to recognize sponsorship
4. Two speaking engagement with AGR in the calendar year
5. 25 face masks, 25 pins

CONTRIBUTING SPONSOR (unlimited)

\$1K-4K

1. Your logo on AGR website to highlight sponsorship
2. Social media mention once
3. One speaking engagement with AGR in the calendar year
4. 5 face masks, 5 pins