

2019



MANITOBA CHINESE BUSINESS GALA



FEB 1, 2019

WWW.BUSINESSGALA.CA

PRESENTED BY



AIR CANADA

HOSTED BY



亿度传媒
IDU MEDIA

INTRODUCTION

Manitoba Chinese Business Gala (MCBG) is an elegant affair, hosted by IDO Media that celebrates the Chinese New Year and highlights the remarkable efforts of businesses and entrepreneurs in our province's Chinese community.

IDO Media is a national, full-service marketing agency with its head office in Winnipeg. We specialize in cross-cultural marketing to the Chinese community in Canada. We represent 500+ Canadian businesses and have successfully connected our clients with Chinese consumers, generating new leads and revenues via effective campaigns.

2019 MANITOBA CHINESE BUSINESS GALA

This is our third year hosting the Manitoba Chinese Business Gala. MCBG 2019 will be a cocktail-style event with a focus on networking with other guests. We noted feedback from previous years and will host a more movement fluid event where networking can occur throughout the evening.

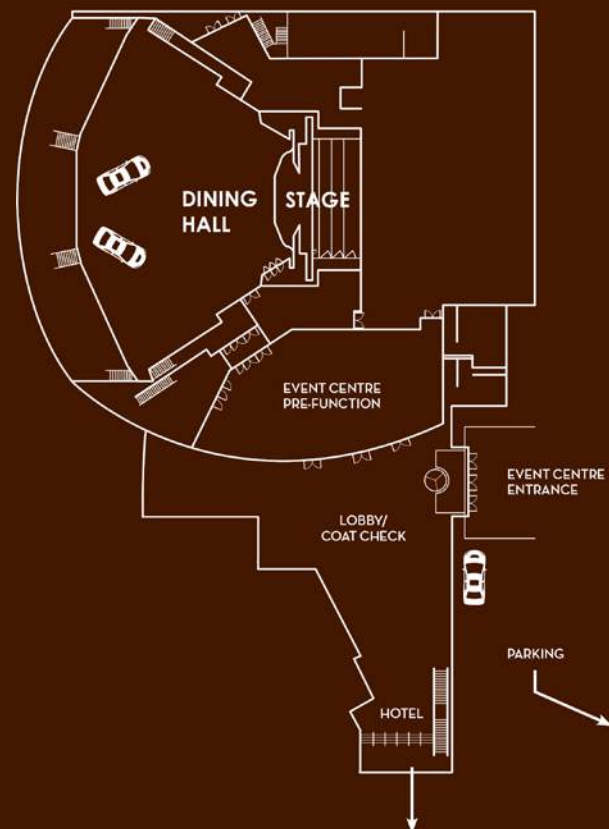
MCBG 2019 is a great opportunity to meet over 400 business leaders, investors, entrepreneurs and influential members of the Chinese community.

MCGB 2019 highlights the remarkable efforts of businesses and entrepreneurs in our province's rapidly growing Chinese community. This year's event honours four award recipients, recognizing their outstanding achievement in work dedication and excellence, innovative business achievements, and community service.

We will purposely assign the venue to facilitate East-West exchanges. We will situate Chinese entrepreneurs with local Manitoban businesses to maximize networking efficiencies. You will learn from cross-cultural consultants on the potential of the local & international Chinese economy, as well as from seasoned marketers on how to effectively communicate your unique products/services/values to the Chinese consumers.

We wish to invite you as our valued guest to join us in the celebration of the 2019 Chinese New Year.

Event Site Map



DATE

Friday, **February 1, 2019**

7:00pm - 10:00pm

VENUE

Club Regent Casino Event Centre

1425 Regent Ave W, Winnipeg, MB R2C 3B2

TICKETS

\$120/Person (tax included)

The cost includes admission, live performances, one prepaid liquor or drink, and a Chinese-style reception with a focus on encouraging networking opportunities.

2019 MCBG ticket price also includes \$10 in complimentary Casino coupons. (Coupons are redeemable at the Casinos of Winnipeg only, no cash value, must be a Casinos of Winnipeg Club Card holder to redeem)

A digital ticket with unique QR code will be provided.



7:00pm — Networking

- 400 business leaders, investors, entrepreneurs and influential members of the Chinese community from various industries and sectors will meet and greet
- Engage the local Chinese community and strike East-West exchanges



7:30pm — Food & Wine Starts

- Enjoy the wonderful blend of Chinese-style reception
- One complimentary beverage/liquor per guest and full cash bar services



8:00pm — Formal Greeting

- Prime Minister Justin Trudeau Greeting Video
- Welcome speech from the host - IDO Media
- Presenting partner speech - Air Canada
- Greetings from government officials
 - Mayor Brian Bowman - MLA Hon. Cathy Cox - MP Terry Duguid



8:30pm — Live Performance

- Live music and performance
- Candidate video clips will be played at all screens
- Food serving ends



9:00pm — Awards Ceremony

- Award Introduction & Presentation
 - Chinese Business of the Year Award, *presented by TBD*
 - Community Service Award, *presented by TBD*
 - Customer Service Award, *presented by TBD*
 - Chinese Consumer Choice Award, *presented by TBD*



9:30pm — Rainbow Auctions

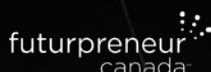
- Player's choice raffle in support of Children's Hospital Foundation of Manitoba
 - Prize 1: Round trip flights from Winnipeg to Beijing in business class (value of \$5,000)
 - Prize 2: Midland Appliance gift certificate (value of \$800)
 - More prizes to be determined



10:00pm — Closing Remarks

- Closing remarks and networking

In Partnership with:



Charity Partner:



AWARDS

The four Manitoba Chinese Business Gala (MCBG) Awards honour excellence in community service, customer service, visionary start-ups and top service providers to the Chinese community. We would like to extend a heartfelt congratulations to all of this year's nominees; your dedication to superior service has resonated with the local Chinese community in Manitoba. The value of an MCBG award is powerful in terms of its endorsement of value and vision, and its ability to boost recognition among the Chinese community.

Review the award categories and criteria to determine if the individual or business you wish to nominate would be an appropriate award recipient.

Scan the QR code or complete the online nomination form on

<https://2019.businessgala.ca/nomination/>

Final deadline for nominations is **December 31, 2018**.



Winners will be announced at the Manitoba Chinese Business Gala on February 1, 2019.



CHINESE CONSUMER
CHOICE AWARD

This award is intended to recognize a company, Chinese or non-Chinese, that is known for its dedication to superior service among the Chinese community.



COMMUNITY
SERVICE AWARD

This award is intended to recognize an individual, Chinese or non-Chinese, whose community involvement has demonstrated a significant contribution to the Chinese community.



CHINESE BUSINESS
OF THE YEAR AWARD

This award is intended to recognize a Chinese owned company that has had rapid growth and a positive contribution to the Chinese community in its operation for more than one year.



CUSTOMER SERVICE
AWARD

This award is intended to recognize a Chinese individual who is not only dedicated and creative in problem-solving, but also strives to exceed customer expectations among and beyond the Chinese community.

SPONSORSHIP PACKAGE

Gold Sponsor - \$800

- Two (2) VIP tickets, VIP ticket includes: 2 prepaid liquor, VIP private lounge access and more
- Company logo placement in the handout brochure
- Company logo printed on all cocktail tables table tents
- Company logo featured on the MCBG website
- Formal sponsor recognition during the Gala

Platinum Sponsor - \$1,500

- Four (4) VIP tickets, VIP ticket includes: 2 prepaid liquor, VIP private lounge access and more
- Small (4.6x1.7 inch) banner Ad in the Gala handout brochure
- One (1) page PPT rotation during the Gala
- Pull-up banner display in pre-function area of Gala (if provided)
- Company logo placement in the handout brochure
- Large Business logo printed on all cocktail tables table tents
- Company logo featured on the MCBG website
- Formal sponsor recognition during the Gala

Diamond Sponsor - \$2,500

- Six (6) VIP tickets, VIP ticket includes: 2 prepaid liquor, VIP private lounge access and more
- Large (4.6x3.4 inch) banner Ad in the Gala handout brochure
- Two (2) pages PPT rotation during the gala, or, 30-second corporate video played during the Gala
- Company representative speech opportunity
- One 6'x8' compny booth with skirt and drape for display
- Pull-up banner display in pre-function area of Gala
- Exclusive industry within this sponsor category (e.g. only 1 'Bank' will be considered at the Diamond Sponsor category)
- Large featured logo placement in the handout brochure
- Large featured logo printed on all cocktail tables table tents
- Large logo featured on the MCBG website
- Formal Diamond Sponsor recognition during the event

Advertising Only

Company booth at the event pre-function area	\$500
Pull up banner at the event pre-function area	\$200
PPT rotations Ads during the event	\$300

All sponsorship packages and advertising are subject to GST

Presenting Partner - \$4,000 (One Spot Available)

- Eight (8) VIP tickets, VIP ticket includes: 2 prepaid liquor, VIP private lounge access and more
- Co-host logo across all MCBG 2019 marketing materials, including social media, online, prints and others
- Company logo printed on all MCBG 2019 tickets
- Front or Back cover Ad printed on the Gala handout brochure
- corporate video or Ad play during the formal greeting
- Three (3) pages PPT rotation or corporate video play during the entire Gala
- Prominent company logo placement on all cocktail tables table tents and pull-up banner display
- Company booth in exclusive location with high traffic and exposure in the pre-function area of Gala
- Pull-up banner display in exclusive locations in reception area
- Exclusive exhibition space within the gala venue
- Exclusive opportunity to distribute marketing materials
- Company representative to conduct welcome speech
- Company representative to be presenter of the Prize Draw
- Prominent large logo featured on the MCBG website
- Prominent Presenting Partner recognition during the event
- First right of refusal for next year's Gala

Exclusive Dealership Partnership - \$2,500

- Six (6) VIP tickets, VIP ticket includes: 2 prepaid liquor, VIP private lounge access and more
- Two (2) featured display cars LED lighted and parked on the front venue curb, with great visibility from inside and out, and visible through all the windows from inside the venue
- Large (4.6x3.4 inch) banner Ad in the Gala handout brochure
- Two (2) pages PPT rotation during the gala or 30-second corporate video played during the Gala
- One 6'x8' compny booth with skirt and drape for display
- Company representative speech opportunity
- Large featured logo placement in the handout brochure
- Large featured logo printed on all cocktail tables table tents
- Large logo featured on the MCBG website
- Formal Sponsor recognition during the event

ORDER FORM

☐ GOLD SPONSOR: **\$800**

☐ DIAMOND SPONSOR: **\$2,500**

☐ PLATINUM SPONSOR: **\$1,500**

☐ ADVERTISING ONLY : _____

TICKETS: _____ X \$**120.00** = TOTAL: _____

TOTAL PAYABLE AMOUNT: _____

PAYMENT : ☐ CREDIT CARD ☐ CHEQUES (PAYABLE TO IDO MEDIA AND PRINT LTD.)

COMPANY: _____

CARD HOLDER NAME: _____

CREDIT CARD #: _____

EXPIRY DATE: _____

BILLING ADDRESS: _____

I AUTHORIZE IDO MEDIA TO CHARGE THE AGREED AMOUNT LISTED ABOVE TO MY CREDIT CARD PROVIDED HEREIN.

SIGNATURE: _____

Please return all order forms no later than January 20, 2019.

Via Phone: (204) 221 - 5703 x 100

Or Email your completed sponsorship forms to:

2019Gala@idomedia.ca

Via Mail: IDO Media and Print Ltd.

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