



2010 T&T Waterfront Night Market

Corporate Sponsorship Program



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Section

1

Overview

Introduction & Background

Night Markets - Where East and West meet under a moonlit summer night sky, the breeze of barbecuing pork and beef wafts in the wind, mingling with the sizzling aroma of vegetables dropped in hot oil, steaming bamboo baskets sitting on almost every stall invite hungry crowds to sample a bite of hot dumplings, spicy chicken or oyster pancakes.

The modern-day concept of an Asian night market originated in the centre of large Taiwanese cities like Taipei. Having a broad mixture of stalls and booths selling clothing, crafts, consumer goods, xiaochi (snack food), and specialty drinks like Bubble Tea, residents of downtown Toronto soon won't have to travel far to get a taste of this popular Asian cultural and food experience.

Currently, the largest night market in North America is in Richmond, BC. The market boasts about 400 booths and is a spending-and-feasting extravaganza. Anything one could want is priced mostly between \$5 and \$25. From pet fashion to cell phone accessories, jewelry to precious glass teapots, and of course it's all inexpensive and ready to be sold. Richmond's market is known to have up to 30,000 customers on warm summer nights and the large amount of people only adds to the ambiance. The market is open 7 p.m. until midnight every Friday and Saturday from late May until October 1.

Only a half an hour away from Richmond, the capital city of Vancouver also puts on a large night market in its Chinatown. The Vancouver market is also known for its traditional Asian handicrafts that are sold along side Asian snacks and consumer products. On Friday, Saturday and Sunday nights, from late May to late September, between 6 p.m. and 11 p.m., the market opens to a healthy crowd comprised mostly of tourists, with a sprinkling of locals.

In 2007, Seattle launched its own open-air night market in the heart of its Chinatown International District. The market itself is a small-scale version of the Richmond market, but the highlight event is the Summer Festival weekend in July. This is the weekend when the night market goes 24/7 for the Pan-Asian American Street festival. This event has all the fun of a night market, but also includes children's activities and family-fun events.

Further down the Pacific Coast, find San Francisco's famous Portsmouth Square transformed into a market that's likeness to Hong Kong is truly uncanny. This fair was originally created after the 1989 earthquake to help boost the dwindling economy. It succeeded and has been around ever since. Locals and tourists alike gather for the great bargains and cultural performances like lion dancing, martial arts, and Chinese operas. This market runs from late July to late October every Friday and Saturday night.

On the East Coast side, there is notably the Night Market in New York City. Traditionally, Chinatown in the Big Apple is a daytime attraction with most shops closing down at around 8 p.m., but the streets buzz with activity on late summer nights.

Canal Street is lit up with red and gold-lined streets that come alive at night. New York's night markets take place Fridays and Saturdays from 8 p.m. to midnight in August and sporadically throughout September and October.

The Taste of Asia launched in 2003 takes place in Markham Ontario on the last weekend of June. As Canada's largest outdoor Asian Street Festival taking place in the day and evening (11am-1am), the Taste of Asia features delicacies and popular entertainers from Hong Kong, a Noodle Eating Competition, International Car Show Contest, over 120 Asian Food Booths, an Asian Health Fair, cultural exhibitions, sport tournaments and even a Kids Zone playground area with games and much more. Admission is free and attracts more than 70,000 visitors over two days.

Night it Up is also a popular summer night market in Markham Ontario that's hosted by a youth community group called Power Unit. Taking place in July, this event takes place over two nights (Friday and Saturday) featuring 80 vendors, 120 performers and attracting 60,000 visitors.

The Chinatown Festival hosted by the Chinatown Business Improvement Area (CBIA) formed by 10 not-for-profit associations is an annual cultural street festival taking place on the last weekend of August (noon to 8pm and 6pm respectively) in the heart of Toronto downtown Chinatown. An annual outdoor daytime event since 2001, the Chinatown Festival holds the Guinness Book of Record's Worlds largest MoonCake, features over 100 corporate and retail booths, multicultural folk art and entertainment, Asian food, games, prizes, sampling, street market and community celebrations and attracts over 100,000 attendees in 2 days.

Waterfront Night Market

Following the popularity of summer night markets, NAAAP Toronto with support from its corporate and community partners is producing the inaugural, "Waterfront Night Market" (WNM). Initially, WNM will be on a single weekend which can be expanded in the future as a multiple weekend event.

WNM will feature a unique culinary experience featuring an array of multicultural themed cuisine, 'street food' and general merchandise. As an added attraction, performers from different cultures will entertain the public. Another attraction will be an auto show by local Toronto car clubs at an adjacent lot.

Highlights

- Objective: Develop a downtown Toronto tourist destination evening attraction, showcasing Canada's Multicultural mosaic, and unique fusion of foods, delicacies and drinks.
- Event Dates: August 6-7, 2010
- Operating Schedule: Friday & Saturday Evenings from 6pm to midnight
- Admission: Free Entrance to Night Market
- Location: T&T Supermarket Parking lot - 222 Cherry Street (just south of Lakeshore Blvd.), Toronto ON
- Estimated attendance: 10,000 people per night
- Hosts and organizers: NAAAP Toronto with T&T Supermarket (Title Sponsor)

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- Event Producers: Asian Global Media Inc. **Festival Producers & Night Market Specialists*
 - Co-Producers: Apex Media Group – Night Car Show
 - Event Components:
 - ✓ Main stage - 2 evenings of world cultural performances
 - ✓ Over 80 vendor booths
 - ✓ Cooking Demonstrations
 - ✓ Large scale car show
 - ✓ Carnival games

Location

The Waterfront Night Market is well positioned, now and into future segments, to ride the crest of Toronto's revitalization of the entire waterfront area towards hosting the 2015 Pan-American Games (www.toronto2015.org).

Waterfront Toronto is in the midst of building the largest urban revitalization project in North America bringing together the most innovative approaches to sustainable development, excellence in urban design, real estate development, leading technology infrastructure and the delivery of important public policy objectives.

The priorities are simple - People are first, which drives rethinking, reimagining, redefining what the waterfront can be and working to create a world model for urban space. Way beyond just simple real estate development, a strategic revitalization approach represents an unparalleled opportunity to re-establish a positive, meaningful reconnection with the waterfront and to transform the waterfront into a marvelous public destination with vibrant public and cultural spaces capable of providing a variety of experiences and amenities.

The quality-of-life experience on the waterfront will draw a new generation of employment and help to guarantee that Toronto's waterfront is recognized locally and internationally as a premier environment in which to live, work and play.

The revitalization of Toronto's waterfront represents nothing less than an unprecedented opportunity to literally change the face of Toronto and, ultimately, to redefine how the world perceives our city, province and country.

www.waterfronttoronto.ca

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About NAAAP Toronto



NAAAP (North American Association of Asian Professionals) Toronto is a non-profit volunteered-based association that inspires leadership and career advancement through professional development and workplace diversity.

With 13 active committees, NAAAP Toronto delivers an exciting regular schedule of events, networking mixers, a mentorship program, seminars and workshops on a variety of topical subjects. In collaborating with community-based service groups, joint projects with businesses associations and other peer professional organizations, NAAAP Toronto also actively promotes community involvement and civic engagement. Members ranging from 25 - 45 all play a part in bringing together Asian Canadian professionals with various levels of education, professional and business backgrounds.

As an integral Canadian Chapter in an International organization NAAAP (National Association of Asian American Professionals), NAAAP Toronto is uniquely positioned to leverage and mobilize the talents, inputs and resources of an Asian professional community that spans coast to coast, encompassing 25 cities in the United States and Canada. We invite you to explore the leadership experience at NAAAP and discover your potential!

Our Mission

- o Cultivate and empower leaders for professional excellence,
- o Connect accomplished professionals for mutual success,
- o Engage and participate with the community-at-large,
- o Inspire leaders to make a meaningful difference in government, education, business, and society.

NAAAP Toronto Website: www.naaaptoronto.org

NAAAP National Website: www.naaap.org

"We Make Leaders!"

Atlanta • Boston • Chicago • Cincinnati • Cleveland • Colorado • Columbus • Connecticut • Houston • Minnesota
Nashville • New York • North Carolina • Orange County • Philadelphia • Phoenix • Pittsburgh • San Diego
San Francisco Seattle • South West Florida • Toronto • Vancouver • Washington, D.C.

Section 2

Sponsorship Program

- Align your brand with an exciting inaugural event produced by an experienced team of professionals.
- Reach out to an identifiable audience and Pan Asian communities.
- Commitment and dedication from the organizers for a long term partnership with your organization.

Title Sponsor

\$80,000. (Not Available – Reserved by T&T Supermarket)

Benefits:

- Only 1 Title Sponsor accepted.
- INDUSTRY EXCLUSIVE for the Event. No competing sponsors allowed.
- Naming rights to event
- Main stage Banner for the Event (maximum size 4'x 20'-horizontal). Banner provided by event organizers
- Promotional Banners along the perimeter and entrance. Banners maximum size of 4' x 8' and horizontal orientation only. Banners provided by sponsor- maximum of 10 banners.
- 20'x20' CORPORATE BOOTH.
- Logo inclusion and link on Website event announcement.
- Company representative to address public during the opening ceremony.
- Company Name or Logo positioned and placed on all marketing materials, online social marketing outlets (Facebook, Twitter, email broadcasts) leading up to event.
- Integrated with event marketing programs and couponing opportunities.
- Logo placement on promotional Posters 1,000 units, Flyers 20,000 units, 200 volunteer T-shirts and mention on media broadsheet press releases.
- Distribution of parking promotional vouchers
- Company name mentioned on all audio and video promotions.
- Onstage acknowledgment by hosts hourly over two days.
- Company acknowledged and invited to speak at press conference. Date to be determined.
- 50 VIP Access Passes

Presenting Sponsor

\$35,000.

Benefits:

- Maximum of 3 Presenting Sponsors accepted.
- INDUSTRY EXCLUSIVE for the Event. No competing sponsors allowed.
- Main stage Banner for the Event (maximum size 4' x 20'-horizontal). Banner provided by organizers.
- Promotional Banners along the perimeter and entrance. Banners maximum size of 4' x 8' and horizontal orientation only. Banners provided by sponsor- maximum of 8 banners.
- 20'x20' CORPORATE BOOTH.
- Logo inclusion and link on Website event announcement.
- Company representative to address public during the opening ceremony.
- Company Name or Logo positioned and placed on all marketing materials, online social marketing outlets (Facebook, Twitter, email broadcasts) leading up to event.
- Integrated with event marketing programs and couponing opportunities.
- Logo placement on promotional Posters 1,000 units, Flyers 20,000 units, 200 volunteer T-shirts and mention on media broadsheet press releases.
- Company name mentioned on all audio and video promotions.
- Onstage acknowledgment by hosts hourly over two days.
- Company acknowledged and invited to speak at press conference. Date to be determined.
- 30 VIP Access Passes

Diamond Sponsor

\$15,000.

Benefits:

- Main stage Banner for the Event (maximum size 3'x 10'-horizontal). Banner provided by organizers
- Promotional Banners along the perimeter and entrance. Banners maximum size of 4' x 8' and horizontal orientation only. Banners provided by sponsor- maximum of 5 banners.
- 10'x 10' CORPORATE BOOTH.
- Logo inclusion and link on Website event announcement.
- Company representative acknowledged with appreciation plaque during the opening ceremony.
- Company Name or Logo positioned and placed on all marketing materials, online social marketing outlets (Facebook, Twitter, email broadcasts) leading up to event.
- Logo placement on promotional Posters 1,000 units, Flyers 20,000 units, 200 volunteer T-shirts and mention on media broadsheet press releases.
- Company name mentioned on all audio and video promotions.
- Onstage acknowledgment by hosts hourly over two days.
- Company acknowledged and invited to press conference. Date to be determined.
- 15 VIP Access Passes

Emerald Sponsor

\$8,000.

Benefits:

- Promotional Banners along the perimeter and entrance. Banners maximum size of 4' x 8' and horizontal orientation only. Banners provided by sponsor- maximum of 5 banners.
- 10'x 10' CORPORATE BOOTH.
- Logo inclusion and link on Website event announcement.
- Company representative acknowledged with appreciation plaque during the opening ceremony.
- Company Name or Logo positioned and placed on all marketing materials, online social marketing outlets (Facebook, Twitter, email broadcasts) leading up to event.
- Logo placement on promotional Posters 1,000 units, Flyers 20,000 units, 200 volunteer T-shirts and mention on media broadsheet press releases.
- Company name mentioned on all audio and video promotions.
- Onstage acknowledgment by hosts hourly over two days.
- Company acknowledged and invited to press conference. Date to be determined.
- 6 VIP Access Passes

Ruby Sponsor

\$5,000.

Benefits:

- Promotional Banners along the perimeter and entrance. Banners maximum size of 4' x 8' and horizontal orientation only. Banners provided by sponsor- maximum of 2 banners.
- 10'x 10' CORPORATE BOOTH.
- Logo inclusion and link on Website event announcement.
- Company representative acknowledged with appreciation plaque during the opening ceremony.
- Company Name or Logo positioned and placed on all marketing materials, online social marketing outlets (Facebook, Twitter, email broadcasts) leading up to event.
- Logo placement on promotional Posters 1,000 units, Flyers 20,000 units, 200 volunteer T-shirts and mention on media broadsheet press releases.
- Company name mentioned on all audio and video promotions.
- Invitation to the press conference. Date to be determined.
- 6 VIP Access Passes

Pearl Sponsor

\$2,500.

Benefits as follows:

- Promotional Banners along the perimeter and entrance. Banners maximum size of 4' x 8' and horizontal orientation only. Banners provided by sponsor- maximum of 2 banners.
- Logo inclusion and link on Website event announcement.
- Company representative acknowledge with appreciation plaque during the opening ceremony.
- Company Name or Logo positioned and placed on all marketing materials, online social marketing outlets (Facebook, Twitter, email broadcasts) leading up to event.
- Logo placement on promotional Posters 1,000 units, Flyers 20,000 units, 200 volunteer T-shirts and mention on media broadsheet press releases.
- Invitation to the press conference. Date to be determined.
- 2 VIP Access Passes

Section 3

Sponsorship Commitment Form – Waterfront Night Market 2010

Completed Sponsor Commitment Form can be faxed to NAAAP Toronto: (416) 439-9700
Dollar amounts are in \$Canadian Funds. An invoice and sponsor information will follow.

Company name: _____
Contact: _____ Title: _____
Address: _____
City: _____ Postal/Zip Code: _____
Tel: _____ Fax: _____
Email: _____ Website: _____

Sponsorship Level:

- | | |
|---|---|
| <input type="checkbox"/> Title Sponsor | \$80,000. Exclusive One Spot (Not Available) |
| <input type="checkbox"/> Presenting Sponsor | \$35,000. Exclusive Three Spots |
| <input type="checkbox"/> Diamond Sponsor | \$15,000. |
| <input type="checkbox"/> Emerald Sponsor | \$8,000. |
| <input type="checkbox"/> Ruby Sponsor | \$5,000. |
| <input type="checkbox"/> Pearl Sponsor | \$2,500. |

- *Exclusive One Spot Sponsorships will be on a first come first serve basis.*

- Sponsorships will be invoiced from NAAAP Toronto and payable upon receipt.
- Cheques payable to NAAAP Toronto

Sponsorship Closing Date: Friday, July 9, 2010

Dated this _____ Day of _____, 2010

Authorized Representative (Print Name)

Per: _____
Authorized Signature of Sponsor