

# GOLDEN GLAM-MA PAGEANT 2019

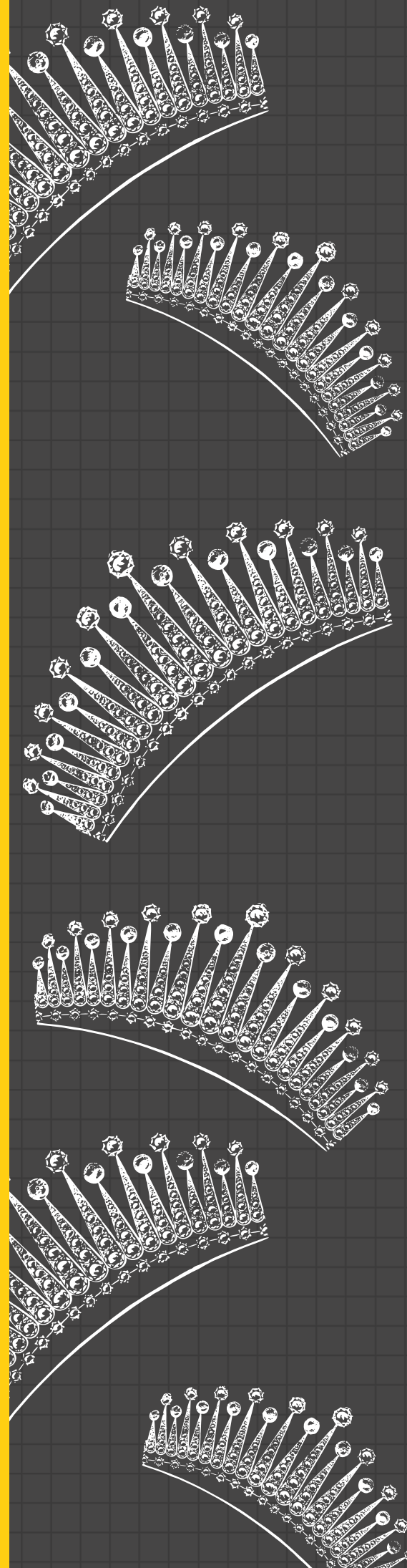
**MEDIA SPONSORSHIP  
PACKAGE**



**PICS DIVERSITY VILLAGE**  
LIVE WHERE THE WORLD LIVES

Raising Funds for PICS Diversity Village

VISIT [WWW.PICS.BC.CA](http://WWW.PICS.BC.CA)





**PROGRESSIVE INTERCULTURAL COMMUNITY SERVICES (PICS) SOCIETY**

Progressive Intercultural Community Services (PICS) Society provides a broad spectrum of programs and services which includes Employment Programs, Settlement Services, Language Services, Community Programs, Social Programs and Housing Services. Our services assist new immigrants, seniors, farm workers, women, children and youth.

# P I C S   D I V E R S I T Y   V I L L A G E

Live Where the World Lives



PICS Diversity Village is a culturally-sensitive “complex care” or “long term care” facility to meet the needs of seniors who require the support of full nursing services. The proposed facility will accommodate 125 residents in private rooms on two and half acres of land.

This is a project that addresses an urgent need in our community; the estimated need right now, just for the South Asian community in Surrey, is 500 beds. When you take into account other communities requiring culturally-sensitive care the total immediate need is much higher.

## **Project Development:**

- Acquired land – 2.5 acres property located in central Cloverdale
- Fundraising with a target of raising \$5 million
- Professional teams engaged: Architecture and Engineering Consultants
- Researching “Best Practice” sites; developing Functional Program;  
Designing the Facility

# SERVICES OFFERED

Services offered at the long term care home will include:

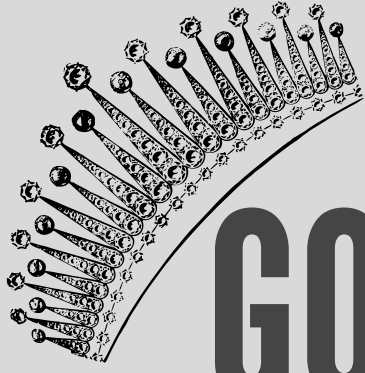
- 24 hour emergency response
- Social, leisure & recreational activities
- Housekeeping
- Assistance with daily living tasks
- Both South Asian and Western meals

Surrey Memorial Hospital currently houses 150 South Asian seniors and this facility when built will not only ease the overcrowding at the hospital but will also save the government at least \$1,000 per day, per senior.

The need for a Multicultural Seniors Long Term Care Home has been acutely felt in the community for a long time. This project can't become a reality without the support of our community. So open your hearts and show your support for this Long Term Care Home!



Support the community | Support your Seniors by giving.



# GOLDEN GLAM-MA PAGEANT 2019

Golden Glam-ma Pageant is a platform to empower seniors by showcasing their talent and giving them an opportunity to have their voices heard. This Fundraiser is on November 16, 2019 at 5:00 PM at Taj Park Convention Center in Surrey, BC, Canada.

The fundraiser will consist of Fashion Show, Prizes, Silent Auction, Face Painters, Photo Booth, Henna Artists, Dinner, Dancing and our inaugural Golden Glam-ma Pageant.

**All proceeds will go towards PICS Diversity Village.**

# MEDIA SPONSORSHIP PACKAGE

Please review the sponsorship as outlined on the following pages and let us know how you would like to support the Golden Glam-Ma Pageant 2019. We appreciate your time and interest and look forward to discussing sponsorship possibilities with you.

The standard media sponsorship package extends complimentary attendance benefits to our media partners with co-promotional opportunities.

## HOSPITALITY

As the Media Sponsor you will receive:

- One ticket
- Exclusive Press Area to Conduct Interviews

## GALA PROFILE

- Verbal recognition at the event

## BRAND RECOGNITION

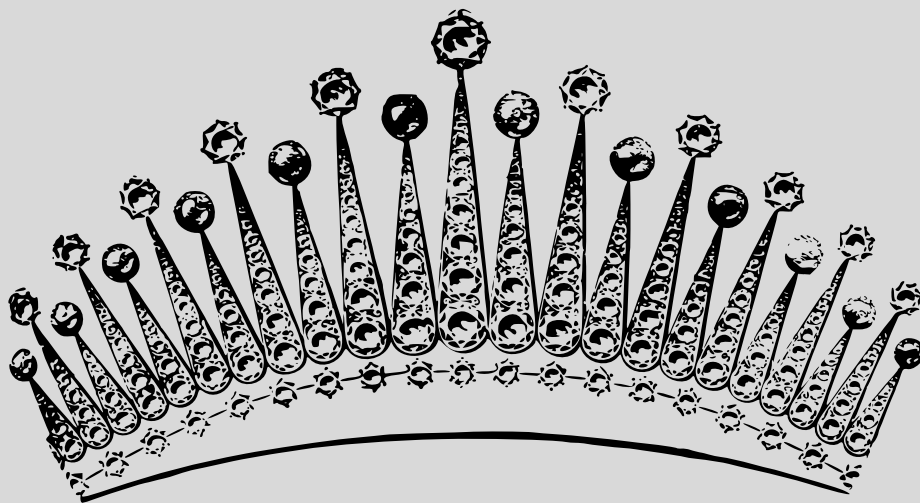
Your corporate logo and/or name will be featured on:

- PICS website and a link to your company's website
- Logos on Promotional Materials and online
- Logos on slideshow and photo backdrop

## MEDIA PARTNER TO PROVIDE

### The media partner will provide the following benefits to PICS Society

- Home Page Banner Ad (primary location) from September to November
- Follow Us at [Twitter.com/PICSSociety](https://twitter.com/PICSSociety)
- Like Us at [Facebook.com/PICSSociety](https://facebook.com/PICSSociety)
- Join Us at [PICSSociety/LinkedIn](https://linkedin.com/company/PICSSociety)
- Promotional Tweets from September to November (1 minimum per day, preferably more!)
- Promotional Post on Facebook from September to November (1 minimum per day, preferably more!)
- E-Mail Banner Ad from September to November
- Promote the Pageant on your website, calendar of events, and social media platforms
- Promote the Pageant by providing pre-event and event day mentions on-air and online to drive participation and awareness
- Promote the Pageant and recruit audiences (through on-air and web promos) as team members to participate in and promote the event
- Produce and promote local interest stories and interviews pre and post-event
- Assist in exposing the Pageant to local advertisers and viewers for possible sponsorship and participation



# THANK YOU!

We look forward to including your organization as a media sponsor.

Additional ways to support the Golden Glam-Ma Pageant 2019:

Table purchases – Tables of Eight

-Front Row (\$1500)

-Second Row (\$1200)

Regular tickets-\$200 per person

Cash and gift-in-kind donations

Raffle, Live and silent auction donations

For more information, please contact:

Dorothy Poudel Phone: 604-596-7722 Ext:115

Email: [dorothy.poudel@pics.bc.ca](mailto:dorothy.poudel@pics.bc.ca)

**Media Sponsorship Deadline: September 20th, 2019**