

9<sup>TH</sup>  
ANNUAL

CELEBRITY

Dim Sum  
2016

A FEAST FOR THE EYES AND SENSES



EVENT & SPONSORSHIP GUIDE

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PRESENTED BY

AIDS VANCOUVER

Prevent • Act • Support

# AN INVITATION

THE 9TH ANNUAL CELEBRITY DIM-SUM 2016 BENEFIT

EVENT PRODUCERS

BRIAN CHITTOCK ZDRAVKO CIMBALJEVIC AL LEONG

ART DIRECTION & DESIGN

ERIQ CHANG

AUDIO PRODUCTION & STAGING

PSAV

FOOD & BEVERAGE

THE FOUR SEASONS, VANCOUVER



"ONE OF THE MOST  
IMPORTANT,  
EXCITING EVENTS  
IN VANCOUVER.  
ALL FOR A GREAT  
CAUSE. YOU ARE  
GOING TO HAVE AN  
AMAZING TIME."

BRIAN CHITTOCK  
EXECUTIVE DIRECTOR



In late 1981 a new illness was starting to cause increased deaths amongst gay men in New York City. At the same time, six gay men in the West End came together for a dinner party. One man pulled out the Village Voice that featured a story on the impact of 'GRID' and then they discussed how this illness might affect gay men in Vancouver.

These six men began to speak with others in their network to respond to the AIDS cases that were emerging. A community for HIV awareness formed, and by the end of 1982, there were 6 known cases of AIDS in Vancouver and 24 in Canada.

AIDS Vancouver started in a dining room, and extended out to the West End and then the rest of Vancouver to deliver many programs, create partnerships and lobby at provincial, national and international levels.

The disease turned into a pandemic and has ravaged communities, and destroyed lives since. In 2014, about 36.9 million people were living with HIV and it resulted in 1.2 million deaths, causing an estimated 39 million deaths worldwide.

Antiviral therapy is now available to fight the progression of the disease, have prolonged lives of men with HIV and lowered seroconversion rates.

But the work is not over. Today, we sometimes deal increased reinfection rates, stigma and economic impacts.

Much more work needs to be done, in the form of education, testing, campaigns and research.

We hope you'll help us realize our vision.



Prevent • Act • Support



Prevent • Act • Support

**VISION**

**AIDS Vancouver strives to create a future without HIV.**



**MISSION**

AIDS Vancouver exists to alleviate individual and collective vulnerability to HIV through support, public education and community based research.

**HOW WE HELP**

Our staff and volunteers are here to help people affected by HIV/AIDS when they face difficulties in accessing services or have a financial, transportation, medical, food, housing or other problems/emergencies. Some of the areas in which we help include:

- Financial Assistance Fund
- Grocery and Nutrition Support
- Case Management Services
- Health Promotion Case Management Services
- Community Outreach Support
- Confidential Helpline Support
- Education Prevention Support

**WHO WE ARE**

AIDS Vancouver first opened its doors in 1983 as the first AIDS service organization in Canada and we have been helping people with HIV/AIDS ever since. Currently more than 12,000 residents of Metro Vancouver are living with this disease. They encompass all walks of life, every age and gender.

**AIDS VANCOUVER**



# WELCOME.

I wish to welcome you to AIDS Vancouver's premier event of the year, Celebrity Dim Sum at the Four Seasons Hotel Ballroom.

This year's event will be one to remember as we will be hosted by some talented celebrities from the hit magical show, *Once Upon A Time*.

As well, we have some of Vancouver's best known News Anchors, Television Reporters, On-Air Television Show Hosts and Hostesses, Radio personalities and politicians.

And then there are all of you, our wonderful guests who help us raise much needed funds to help us run our programs and services.

I thank you for being our guest and for participating in Celebrity Dim Sum which is the most fun event in all of Vancouver.

Each year, our emcees Fred Lee and Sophie Lui, bring us to tears with laughter and fun. Be sure to mark your calendars and join us on September 15, 2016.

**BRIAN CHITTOCK**  
Executive Director  
Direct Line: 604-696-4655  
Cell Phone: 778-237-5986  
Email: brian@aidsvancouver.org

**ZDRAVKO CIMBALJEVIC**  
Director of Development & External Relations  
Cell Phone: 778-926-5826  
Email: zdravkoc@aidsvancouver.org



"SPONSOR DIM SUM 2016,  
AND BE PART OF CREATING THIS  
WORLD CLASS EVENT!"

**AL LEONG**  
BOARD DIRECTOR, AV

## APPEARANCES

The annual Celebrity Dim Sum is heading into its ninth year! The Celebrity Dim Sum is a signature fundraising event for AIDS Vancouver, attracting high-level donors as well as a variety of international and Vancouver celebrities. This fantastic event is emceed every year by CBC Radio's and The Vancouver Courier's own Fred Lee and Sophie Lui, Global BC News Anchor. This event proves to be a delectable Dim Sum brunch to remember, with all proceeds going towards AIDS Vancouver's programs and services. The most significant appeal of the Celebrity Dim Sum is the opportunity to meet and network with high profile celebrities with direct ties to Vancouver and AIDS Vancouver.



**FRED LEE**  
*[REPORTER], VANCOUVER COURIER*

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**SOPHIE LUI**  
*NEWS ANCHOR, GLOBAL BC*

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**CARMEN RUIZ Y LAZA**  
*JOY TV*

Carmen Ruiz y Laza, Joytv's newest host, has worked in the film and television industry for more than two decades. CarmenTV seeks out the hottest local experts for their tips on travel, cuisine, fashion and beauty, entertaining and design – tailored specifically for discerning boomers. CarmenTV also takes viewers past the velvet rope at the most exclusive parties and celebrity events.



**GREGOR ROBERTSON**  
*MAYOR, VANCOUVER BC*

Under Mayor Robertson's leadership, Vancouver continues to rank as one of the most livable cities in the world, with one of the most competitive environments for attracting new jobs and investment. The City of Vancouver has also been named the Most Innovative Organization in the province by BC Business Magazine for its open data initiative.



**HON. HEDY FRY**  
*MP, RIDING OF VANCOUVER CENTRE*

Dr. Hedy Fry is the Liberal Member of Parliament for Vancouver Centre. She served as Secretary of State for Multiculturalism and the Minister for Status of Women (1996-2002), and is currently Chair of the Standing Committee on Canadian Heritage. First elected in 1993, she is the longest-serving female MP in Canadian history.

# STARS



**LANA PARILLA**  
AMERICAN ACTRESS, EVIL QUEEN REGINA



**ROBERT CARLYLE**  
SCOTTISH ACTOR, RUMPLESTILTSKIN



# ONCE UPON A TIME

Give the gift of magic and join us at AIDS Vancouver Dim Sum 2016 for the meet and greet of the wildly popular dramatic fantasy television series *Once Upon A Time*.

Meet Storybrooke characters from famous fairy tales transported into the "real world" and robbed of their real memories by a powerful curse. Created by *Lost* and *Tron: Legacy* writers Edward Kitsis and Adam Horowitz, *Once Upon A Time* has a wildly popular following around the world and continues to run into its sixth amazing season on ABC.

**11 MILLION VIEWERS**  
**OVER 15 INDUSTRY AWARD NOMINATIONS**  
**A MODERN FANTASY RE-TELLING**



**REBECCA MADER**  
ENGLISH ACTRESS, ZELENA - WICKED WITCH OF THE WEST





**CONNIE SMUDGE**  
*ENTERTAINER, PERSONALITY*

A journey over 2 decades in the making, entertainer Connie Smudge has performed in Biker Bars to the Grand Theatres of Europe.

Mz Smudge has been the face of North American OutGames, Outlook TV, Pride Vancouver, Community, The City of Vancouver, and the Q Hall of Fame Canada... as well as regular appearances on television as a reporter for OutLook TV and on the set of tv & movies including The L Word, Backstrom, and the Girls Guide to Dating.



**BOWEN ZHANG**  
*OMNI TV*

Bowen Zhang is an award winning journalist. He has been an anchor and reporter for OMNI BC News' Mandarin Edition since 2004, when he moved to Canada. Currently he is hosting OMNI Mandarin Current Affairs program. In 2004, Bowen moved to Canada and joined the OMNI BC (previously Channel m) team as news anchor and reporter. In 2012, Bowen won a Jack Webster award for the Best Reporting in Chinese with his three part series on the legendary Chinese Students' soccer team of the 1920s and 30s.



**FIONA FORBES**  
*SHAWTV*

"I feel so lucky to do what I do for a living." Fiona is best known for her many years on Shaw TV and loves her work. Since the early days of her career when Regis Philbin told her "You've got something kid!", she knew that making a turn (on a whim) in her career choice felt right. While Fiona loves her work, her passion lies with supporting many charities with her talents. Some of her favorites are the CKNW Orphan's Fund, Pink Shirt Day, Ronald McDonald House, and Easter Seals.



**RYAN STEELE**  
*COMEDIAN, ENTERTAINER*

Ryan Steele is half of the local sketch comedy duo 'The Ryan and Amy Show'. His online comedy videos with Amy Goodmurphy have over 5 million views. He is also an alumni of 'The Amazing Race Canada', coming in 3rd place in the show's second season. Ryan would like everybody to know he dyes his beard because it's fully grey and he's not ready for that yet.



**JOSH RIMER**  
*YOUTUBE PERSONALITY*

In 2007 Josh Rimer had "the most discussed video of all time" on YouTube and has since uploaded hundreds of videos, garnering over 12 million views on his main channel with over 28 thousand subscribers. In 2014 OUTtv began airing his videos to over 1.2 million LGBT viewers across Canada, making him one of the most viewed personalities on the network. Josh has also been a member of Queer Prov since 2013 and can often be seen hosting or performing in their weekly live improv shows in the West End.



**BARB SNELGROVE**  
*PROMOTIONS DIRECTOR, ROUNDHOUSE*

Barb is the Promotions Director at Roundhouse Radio 98.3 and is a Reporter for Shaw Television's Outlooktv. Barb can be seen nationally on OutTV, and has written for numerous publications such as The Huffington Post, shewired.com and WE.

Barb Snelgrove is also in her 3rd term as a member of the Vancouver City Hall LGBTQ Advisory Committee and sits on the VPD Diversity Advisory Committee.



**KYLE WELLWOOD**  
*NHL*

Kyle Wellwood is a Canadian former professional ice hockey centre who played the majority of his career in the National Hockey League (NHL). He was originally selected by the Toronto Maple Leafs 134th overall in the 2001 NHL Entry Draft, playing his first three seasons in the NHL with Toronto before joining the Vancouver Canucks in 2008. His interests include spending time with family, reading, investing and watching Dota 2.



**DIANA BANG**  
*ACTRESS*

Diana Bang is a Vancouver born actress, voice talent and model. Before she became a professional actor, Diana studied psychology and geography at the University of British Columbia. She is best known for her role as Sook in The Interview, featuring Seth Rogen and James Franco.



"GIVE THE GIFT OF LOVE  
AND JOIN US AT AIDS  
VANCOUVER  
CELEBRITY DIM SUM  
2016"



**NIRA ARORA**  
*RADIO PERSONALITY, SHAW TV*

Nira Arora is a Canadian radio broadcaster.[1] She is the co-host of Jonny, Holly and Nira, a morning radio program on CFBT-FM in Vancouver, Canada. She was also a reporter and host for Shaw TV and a fill-in host for World Beats on Channel M.

Arora has a degree in Communications and Political Science from Simon Fraser University and a broadcasting diploma from the British Columbia Institute of Technology. Prior to joining CFBT in 2001, she worked as a journalist/reporter for the South Asian magazine show Zindagi, and on-air as host with Asian Pulse and Partners in Community Vision.



**SCOTT ROBERTS**  
*CTV ANCHOR*

Scott Roberts is the weekend co-anchor alongside Norma Reid and weekday reporter for CTV News at 6 p.m. and 11:30 p.m. at CTV Vancouver. Also an award-winning journalist, Scott joined the Vancouver newsroom in April 2012. Since then, he's travelled throughout the province to cover some of the most high-profile stories in B.C. coverage and best newscast.



**ANN LUU**  
*CTV NEWS*

Ann Luu is the Weather Anchor for CTV News Vancouver at noon, 5 & 6.

When she is not giving you the weather forecast, she is out trying out different jobs in her segment Ann Luu's In Your Shoes and updating community events as host of Best of BC & Community Calendar on CTV.

In her spare time, Ann volunteers with the BC SPCA and you can find her out on the seawall with her two pups and husband!



**DEAN ATWAL**  
*HOST & VIDEOGRAPHER, JOYTV*

Born and raised in the UK, Dean began his broadcast career at the BBC Asian Broadcasting Network. An opportunity to host a Vancouver program allowed Dean and his family to move to Canada. After hosting several local shows, Dean leapt at the opportunity to become a host, producer and videographer for Joytv and ZoomerMedia in 2012.



**LEAH BOLTON**  
*HOST & VIDEOGRAPHER, JOY TV*

Leah Bolton joined Joytv and ZoomerMedia as a host, producer and videographer. Born and raised in Coquitlam, Leah is passionate for people's stories and inspiring the community.

Leah began her broadcasting career in Lloydminster, Alberta as a video journalist and TV host.



**MIKE KILLEEN**  
*CTV NEWS*

Mike Killeen is the co-anchor for CTV News weeknights and CTV News weekdays and has helped steer live coverage of some of our province's most important stories, including the BC Liberal Leadership convention and the Stanley Cup riot. Before moving to the anchor desk, Mike was CTV's 2010 Olympics reporter, where for six years he covered the countdown to our games live from Salt Lake City, Prague, Singapore, Torino, Beijing and across the province. A former weekend anchor of CTV News at Six, Mike is an award-winning journalist who's been honoured by the Jack Webster Foundation.



**AARON PRITCHETT**  
*COUNTRY MUSIC SINGER*

Pritchett got his start as a DJ at Rooster's Country Cabaret bar in Pitt Meadows, BC, and played in a house band performing cover tunes. Pritchett co-writes much of his own material and he eventually put together some independently produced songs and released a couple of CDs. Since 2002, local radio station JRfm has picked up Pritchett's songs. His exposure has also grown with a number of videos getting airplay on CMT Canada.



**MARY ZILBA**  
*FOUNDER / PRODUCER / EXECUTIVE PRODUCER*

Mary has worked in front of the camera and behind the scenes for almost 25 years – from writing and producing travel shows in Florida to writing for various series in LA and most recently was a star of a popular Bravo franchise reality series.

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GATHER.  
ENJOY.  
CARE.

## A CALL FOR YOUR HELP

At AIDS Vancouver, we believe in collaborating with our sponsor partners to ensure that you receive maximum benefit for your involvement. We are looking to build an on-going relationship with you – to welcome you into the AIDS Vancouver circle of friends and supporters. We are reaching out to you in the hopes that you will support AIDS Vancouver and the Celebrity Dim Sum through a sponsorship.

Here, we present proposed exclusive levels of sponsorship values and benefits. These are only suggestions for your consideration and we are happy to tailor a benefit package to meet your needs and budget.

# SPONSORSHIP 2016

## DRAGON SPONSOR

### \$5000 LEVEL

- Name and hotlinked colour logo on website page
- Colour logo and mentions on Twitter
- Colour logo and mentions on AIDS Vancouver Facebook page
- Colour logo on Celebrity Dim PPT presentation at event
- Logo recognition in sponsored newspaper advertisements
- Product opportunity to red money bill for guests
- Colour logo on Celebrity Dim Sum photo backdrop
- Celebrity Dim Sum on-stage signage
- TEN Tickets to event (Full table)
- Scheduled photo-op with celebrity of choice on day of event (Priceless)
- First opportunity to sponsor the Celebrity Dim Sum at same level in 2016 (Priceless)
- Personalized tour of AIDS Vancouver, including our Grocery Facility, for eight people
- Ours and our clients' sincere gratitude, helping those people living with HIV! (Priceless)

\*Value based on number of hits/views/impressions

## PHOENIX SPONSOR

### \$3500 LEVEL

- Name and hotlinked colour logo on Celebrity Dim Sum website page
- Colour logo on Celebrity Dim Sum Banner presentation at event
- Product opportunity in red money bill for guests.
- Colour logo on all Celebrity Dim Sum printing materials.
- FIVE Tickets to event
- First right of refusal for Celebrity Dim Sum 2016 (Priceless)
- Ours and our clients' sincere gratitude and helping those living with HIV! (Priceless)

## TIGER SPONSOR

### \$2500 LEVEL

- Name and hotlinked colour logo on Celebrity Dim Sum website page
- Colour logo on Celebrity Dim Sum Banner presentation at event
- Product Opportunity in red money card for guests.
- Colour logo on all Celebrity Dim Sum printing materials.
- TWO Tickets to event
- Ours and our clients' sincere gratitude and helping those living with HIV1 (Priceless)

## SPECIAL SPONSORSHIP OPPORTUNITY (15 AVAILABLE)

- Signage on Dim Sum cart
- Logo on website

## ALL SPONSORS (RECEIVE THE FOLLOWING BENEFITS)

- Additional tickets to event at reduced rate of \$100 (saving of \$20 per ticket)

- Company name announced from stage

- Recognition in AIDS Vancouver's Annual Report

- Company name listed on AIDS Vancouver's Donor Wall of Thanks on our website



# HOW YOU HELP US

## AIDS VANCOUVER

### PREVENT

- Education campaigns
- Health promotion
- Online helpline
- Harm reduction program
- Health promotion case management

### ACT

- Team mobilization efforts
- Outreach
- Government relations

### SUPPORT

- Community Case Management
- Grocery and nutrition support
- Care teams
- Financial assistance fund
- Resource centre

## RESULTS

Last year, in 2015 we handed out 13,950 bags of food for people with food insecurity with the grocery program, specifically people with HIV. Our Online and helpline served over 461,063 calls and online interactions with customers. And Case Management handled 1,799 cases in the Lower Mainland.

That is a cause for celebration.

**THANK YOU TO OUR SPONSORS.**





**THANK YOU**



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