



Edmonton Chinese Bilingual Education Association

愛城中英雙語教育協會

Box 220, #21 - 10405 Jasper Avenue, Edmonton, Alberta Canada T5J 3S2

www.ecbea.org

History of English Chinese Bilingual Program

In 1982, an experimental English-Chinese language program was introduced at the kindergarten level in the Edmonton Public School system. The success of this initiative led to the formal establishment of the English-Chinese Bilingual Program in 1983. Since then, it has enabled our students to learn both English and Mandarin, as well as Chinese culture within the Alberta context. Between 1989 and 1992 the program was extended to Junior and Senior High school. A total of 12 Edmonton Public Schools currently offer the Mandarin bilingual program:

Caernarvon Elementary School, Dovercourt Elementary School, Kildare Elementary School, Meadowlark Elementary School, Meyonohk Elementary School, Londonderry Junior High School, Ottewell Junior High School, Parkview Junior High School, Rosslyn Junior High School, ME LaZerte Senior High School, McNally Senior High School, Ross Sheppard Senior High School.

With over 1800 students, the Chinese (Mandarin) Bilingual Program is the largest of its kind in North America. For the past twenty odd years, not only has the program become the fastest growing bilingual program in the Edmonton Public School system, it has also grown into a model program to which numerous jurisdictions and countries are referring to.

Edmonton Chinese Bilingual Education Association

The Edmonton Chinese Bilingual Education Association (ECBEA) is a registered non-profit organization dedicated to promoting the understanding of the Chinese language. In short, the primary purpose of the association is to promote and ensure the long-term success of the Chinese (Mandarin) Bilingual and Chinese Language Arts programs.

The 25th Anniversary Celebration

ECBEA is turning 25 in 2007 and the Chinese Bilingual Program is also turning 25 in 2008. To celebrate these milestones and to further promote the program, a variety of activities have been planned throughout the 2 years. They included:

Events*	Proposed Date/month*
Capital-Ex (K-Day) Parade Float	19 Jul. 2007
Mid-autumn Festival carnival at West Edmonton Mall	22 Sep. 2007
Chinese Painting and Calligraphy Contest – winning entries for the 2008 calendar, Published Nov. 5	22 Sep. 2007
City Hall - Chinese New Year carnival	9 Feb. 2008
Finale at Winspear - Fundraising Gala	16 Feb. 2008

**Events, venue and Timelines may be modified*

Be Part of It

We invite you and your business to become a sponsor and to be part of the celebration.

Since we are running several high profile 25th anniversary events, it will draw much deserved media attention and provide ample opportunities to promote our program and at the same time get your business name across to the community. To market the events, we will be making up lapel pins, putting together slide-shows and power point presentations, printing calendar, posters and programs for all the events. We will also publicize the events on our website, doing press releases to all media channels and buying printed advertisements.

Naturally, your sponsorship will be exposed to the **1800+ students** in the program and their families; it will also be exposed to audiences at various events, readers of printed media, listeners and audience of multimedia, and publicized on the ECBEA website in the coming year. The exposure can easily be accounted upwards of **30,000 people or more**. Invitations to our events will be sent to all levels of government including the Prime Minister, Governor General, Premier, Lieutenant-Governor and Mayor; it will also include the Consul General of People's Republic of China, Alberta Learning, Edmonton Public School Board, the Edmonton Chinese community and Chinese business organizations. With the expansion of the great Chinese economy, the upcoming 2008 Summer Olympic Games in Beijing and the most recent immigration wave generated from Mandarin-speaking countries, your sponsorship can open doors for your business and benefit from it.

Sponsorship Categories

Sponsorship can start **as little as \$1000**. All funds raised will be used to cover expense of the 25th Anniversary events aiming to heighten awareness of the success of the Mandarin Bilingual Program to mainstream general public and for student scholarships. Income tax receipts will be provided.

Diamond: sponsoring amount of \$5000 and up, will get:

- **30 Seconds of sponsor video message or 5 minute speech** in Winspear Gala if possible (video provided by sponsor)
- **Display sponsor's banner** (supplied by sponsor) in various events if possible* (only if venue permitted)
- Logo or business name on the sponsor's page of the 25th Anniversary Power Point presentation, printed programs for banquet, festival and galas.
- Logo or business name in banners in various events, promotional posters and calendars
- Diamond sponsors receive **14 complimentary tickets** at the 2008 Chinese New Year Banquet/Gala at Winspear

Platinum: \$4000

- **15 Seconds of sponsor video message or 3 minute speech** in Winspear Gala if possible (video provided by sponsor)
- **Display sponsor's banner** (supplied by sponsor) in various events if possible* (only if venue permitted)
- Logo or business name on the sponsor's page of the 25th Anniversary Power Point presentation, printed programs for banquet, festivals and galas.
- Logo or business name in banners in various events, promotional posters and calendars
- Platinum sponsors receive **10 complimentary tickets** at the 2008 Chinese New Year Banquet/Gala at Winspear

Gold: \$3000

- Logo or business name on the sponsor's page of the 25th Anniversary Power Point presentation, printed programs for banquet, festivals and galas.
- Logo or business name in banners in various events, promotional posters and calendars
- Gold sponsors receive **8 complimentary tickets** at the 2008 Chinese New Year Banquet/Gala at Winspear

Silver: \$2000

- Logo or business name on the sponsor's page of the 25th Anniversary Power Point presentation, printed programs for banquet, Edmonton festivals and galas.
- Logo or business name in banners in various events, promotional posters and calendars
- Silver sponsors receive **4 complimentary tickets** at the 2008 Chinese New Year Banquet/Gala at Winspear

Bronze: \$1000

- Logo or business name on the sponsor's page of the 25th Anniversary Power Point presentation, printed programs for banquet, festivals and galas.
- Logo or business name in banners in various events, promotional posters and calendars
- Bronze sponsors receive **2 complimentary tickets** at the 2008 Chinese New Year Banquet/Gala at Winspear

Media sponsorship and all matters of sponsorship can be discussed on individual basis. Please contact:

Stephen Tsang, ECBEA 25th Anniversary Chair, **Ph/fax: 428-4035**, stbacrub@planet.eon.net

John Yee, ECBEA 25th Anniversary Marketing, yeejohn28@hotmail.com

Peter Wong, ECBEA President, pwong@rpap.com

Sam Ling, ECBEA Director, sam@samling.ca





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AGREEMENT

This sponsorship agreement is made on _____ (date/month/year)

Between

Edmonton Chinese Bilingual Education Association (ECBEA)

And

_____ (Name of sponsor/donor)

Thank you to you/your company for agreeing to become the _____ sponsor of
the Edmonton Chinese Bilingual Program 25th Anniversary Celebration.

The cost of the sponsorship is \$ _____

The sponsorship will entitle you/your company to:

Please make cheque in the amount of \$ _____ to Edmonton Chinese Bilingual Education Association (ECBEA). An income tax receipt will be provided.

Please submit the logo/business name and other advertising material, no later than _____ (date/month/year).

ECBEA reserves the right to publicize and advertise at our discretion.

Signature of the sponsor/donor:

Signature of ECBEA Rep.:

Printed Name:

Printed Name:

Company Name:

Address:

Phone:

Email:

(Please email or fax completed form to Stephen Tsang, stbacrub@planet.eon.net or fax 780-428-4035)