

# 2023 加拿大 青少年文化艺术嘉年华 CANADA YOUTH ART FESTIVAL



## 火星少年 MARS KIDS



2023加拿大青少年  
文化艺术嘉年华暨火星少年  
活动赞助方案

2023  
Canada Youth Art Festival  
& Mars Kids  
Event Sponsorship Guide



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## 协会简介 About CCYAA

加中青少年文化艺术协会本着“真爱沉浸于心，艺术陪伴成长”的初衷，为加中青少年文艺爱好者及教育工作者搭建一个交流，学习，和展示的平台。弘扬传统中华文化，传承中华美德，联结民族根脉，通过各类活动让更多身在海外的中华儿女们聚集一起学习中华文化，说好中国语言，传承中华艺术精髓。

Canada China Youth Art Association, also known as “CCYAA”, was established in 2020. Headquartered in Markham, Ontario, CCYAA is the largest bilingual art association in Canada that is dedicated to helping youth explore and refine their passion and skills in art.







## 组成部分 Our Members

**会员组成：**CCYAA会员分为个人会员，合作机构会员以及企业会员三个类别。  
**个人会员：**加中文化艺术爱好者。加中两地青少年会员，截止到2022年，约2400余人。  
**合作机构成员：**非盈利性文化艺术协会，营利性文化艺术培训机构，截止到2022年，共计38个。  
**企业会员：**文化艺术行业相关企业，赞助商。截止到2022年，共计 12个。

**Membership Structure:** Individual members, cooperative members and corporate members.  
**Individual Members:** Canadian and Chinese culture and art lovers. Total members around 2400 until 2022.  
**Members of Cooperative Institutions:** Non-profit cultural and art associations; for-profit cultural and art training institutions . Total members 38, until 2022.  
**Corporate Members:** Literary and artistic cooperative enterprises; Sponsors. Total members 12, until 2022.





## 协会主办的过往活动 Past Events



2022

11月主办《青少年文化艺术嘉年华》  
November: "Youth Art Festival 2022"

5月主办《助力病童公益汇演暨少年中国颁奖典礼》  
May: "Charity Gala For Sick Kids"

2月主办《浙江少儿春节联欢晚会》多伦多专场  
February: "Toronto-Zhejiang Youth Spring Festive Gala"

2021

12月成功举办中央电视台《少年中国虎娃贺岁》北美线下专场  
December: "Youth Of China New Year Gala-Toronto"

10月《少年中国》多伦多海选  
October: "Youth Of China New Year Gala-Toronto Audition"

6/7/8月夏令营及主办《动听中国话》北美专场  
June/July/August: Summer Camp And North American -  
"The Beauty Of Chinese Language" Competition

4月主办《我是演说家》  
April: "Youth Chinese Public Speaking" Competition

6月主办浙江卫视《云上嘉年华》北美总策划  
June: Zhejiang TV-"Youth Carnival On Cloud"

5月成功举办湖南卫视《模范练习生》北美海外活动  
May: Hunan TV- "Chinese Youth Idol Of North American"

2020

5月组织浙江卫视《云上音乐节》线上音乐会  
May: Zhejiang TV - "Music Gala On Cloud"

4月组织浙江卫视《云上朗读者》北美线上朗诵大赛专场  
April: Zhejiang TV- North American-Chinese "Readers On Cloud"

3月拍摄青少年公益MTV《让世界充满爱》  
March: MTV-"Let the world filled with love"

2月主办《全国少儿春晚》北美专场  
February: North American-"China Youth Spring Festival Gala"

12月成功举办湖南卫视《火星情报局》系列《火星少年》北美专场  
December: Hunan TV-North American "Mars Boys Show"

10月带领加拿大优秀青少年模特去法国巴黎参与品牌走秀。  
October: 9 Youth Modelling Campus -Paris Trip

2019

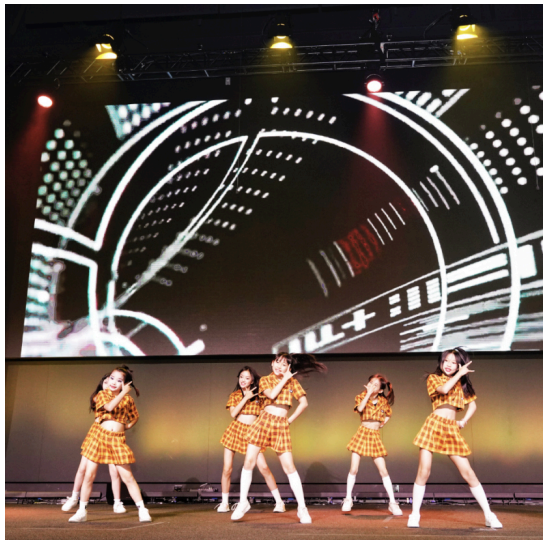
8月成功举办中国电视台《少年实力派》全球云大赛北美专场  
August: CCTV- North American Chinese "Youth Talent Show"

7月 组织并举办浙江卫视《动听中国话》北美专场  
July: North American - "The Beauty Of Chinese Language" Competition

7月主办《中国青少年文化艺术嘉年华》北美专场  
July: North American-"Chinese Youth Art Carnival"

6月与人民日报海外网联合推出《加拿大青少年文化艺术嘉年华》线上活动  
June: "Canada-China Youth Art Carnival" -Online Version





协会主办的过往活动  
Past Events



## 火星少年活动详情 Mars Kids Event Details



活动时间：2023年6月25日 1:00PM–3:15PM; 3:40PM–6:00PM  
Date: June 25th, 2023 1:00PM–3:15PM; 3:40PM–6:00PM



活动主题：传承文化 交流艺术  
Theme: Inheriting Culture and Communicating Art

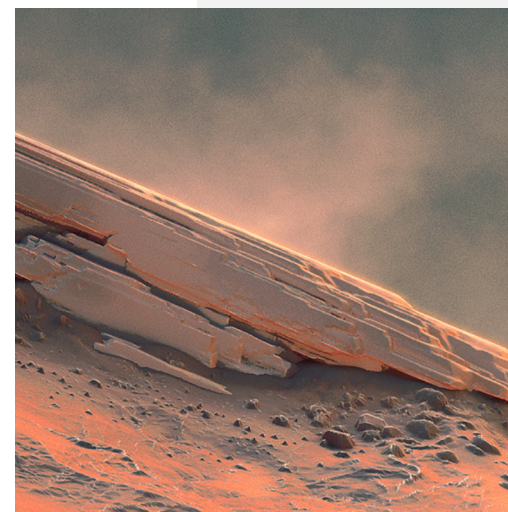


活动地点：Meadowvale Theatre, 6315 Montevideo Rd, Mississauga, ON L5N 4G7  
Location: Meadowvale Theatre, 6315 Montevideo Rd, Mississauga, ON L5N 4G7

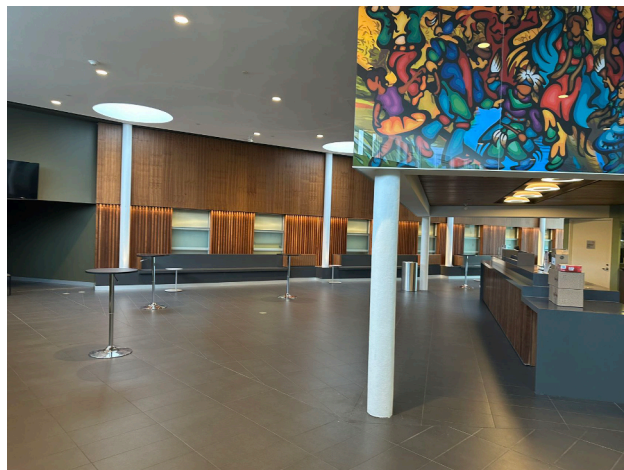


活动规模：预计参与演出演员400人以上，观众800人以上。  
以个人及集体文艺演出的形式进行，  
将会是本年度多伦多最大型青少年文化艺术展演盛会。

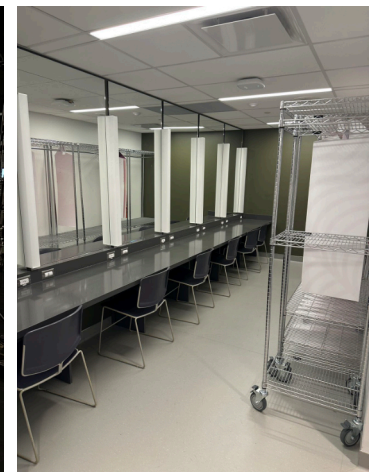
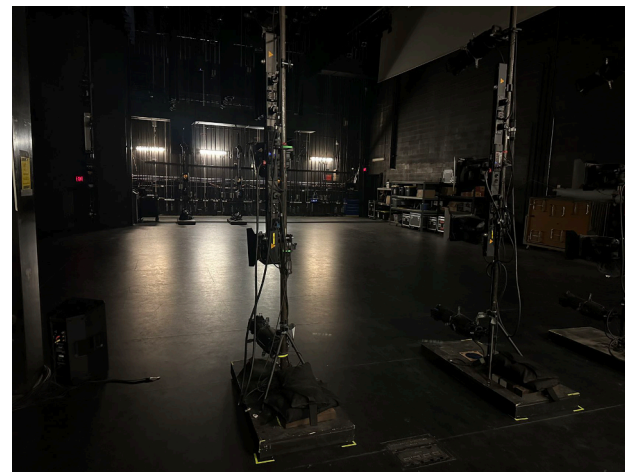
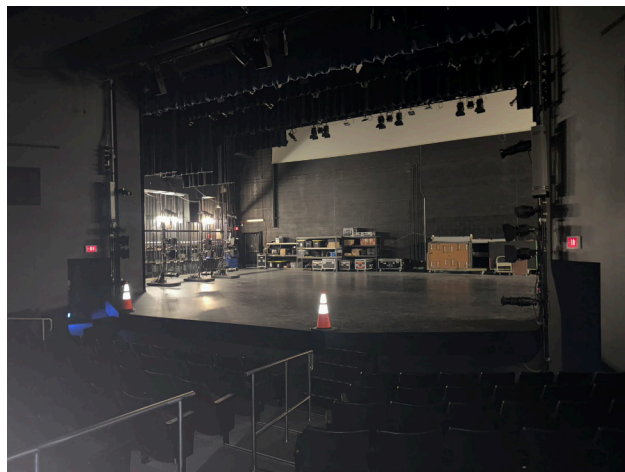
Event: Estimated that more than 400 youth artist and more than 800 audience will participate in the performance. It will be the largest youth culture and art exhibition in Toronto this year.







活动现场  
Site View



## 活动赞助 Sponsorship



青少年文化艺术嘉年华 (YAF)衷心感谢所有赞助商和合作伙伴的大力支持。正是在您的支持下，我们的活动才得以顺利举行并不断成长壮大！我们感谢您的赞助支持，同时也非常愿意接受其他形式的合作，包括实物礼品置换，义工服务，义卖以及奖品捐赠等。

青少年文化嘉年华提供了从友情赞助到冠名赞助的**5个等级赞助计划**，相信一定能让您的投入得到最大的市场回报！

The YOUTH ART FESTIVAL (YAF) is grateful for the support we receive from our sponsors and partners. We have several levels of partnership available. It is through your support that we are able to keep this festival accessible and growing! We appreciate your financial support and also happy to receive gifts and services in kind, donations toward a silent auction, or prizes for our YAF.

YAF has developed From Bronze Sponsorship To Title Sponsorship **5 plans that provides benefit options for your consideration**. YAF believes in recognizing the support of funder in ways that meet their financial and marketing needs and expectations.





## 冠名商福利 Title Sponsor Benefits



**唯一性：**2023年青少年文化艺术嘉年华暨火星少年独家冠名权。

**广告推广：**企业名称和Logo会出现在我们所有平面广告（如海报，门票，会刊，节目单）的顶部。  
此外，企业信息将出现在我们所有线上媒体及社交平台（如网站，YouTube，Facebook，Instagram，小红书，微信公众号等）。

**媒体推广：**赞助商的名称和Logo 会出现在我们所有发布的媒体新闻稿最明显的位置。

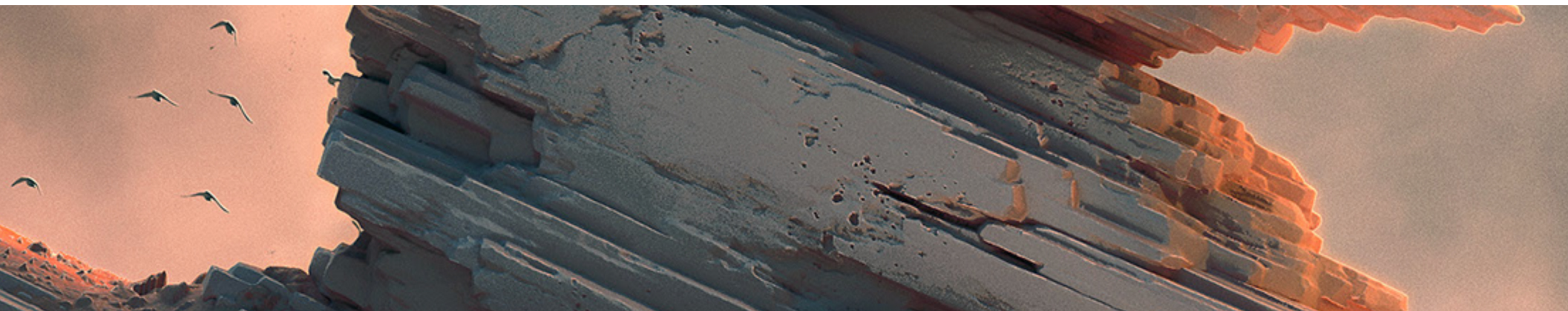
**活动现场标识：**标题赞助商的名称和Logo会出现在活动所有的主要入口处。

**EXCLUSIVITY:** As the single Title Sponsor of the Youth Art Festival & Mars Kids 2023.

**ADVERTISING EXPOSURE:** Title Sponsor's name and logo featured at the top of all our print advertising such as posters, ticket, magazine, brochure, etc. All informations will be also posted on our Online Media and Social Media such as Website, Youtube, Facebook, Instagram, Red Book, WeChat.

**MEDIA EXPOSURE:** Title Sponsor's name and logo featured in all of our Public Relations Releases.

**ON-SITE SIGNAGE:** Title Sponsor's name and logo featured at all entrance.



## 冠名商交流机会 Title Sponsor Networking



舞台现场推广：2分钟发言致辞，主持人广播4次。演出开幕前，大屏幕单独播放60秒宣传片。

入场及离场时间，大屏幕滚动播放数字平面广告。

门票：VIP门票20张,价值\$3,000，普通门票30张,价值\$1,140

VIP展位：10ft x 10ft展位，价值 \$2,000

**ON-SITE PROMOTE:** Include 2 minutes speech, 4 times host announcement, playing 60 second video and digital poster on LED screen.

**TICKETS:** 20 VIP Tickets (\$3,000 Value), 30 General Ticket (\$1,140 Value )

**VIP BOOTH:** 10ft x 10ft VIP exhibition booth (\$2,000 Value)





# 赞助套餐

## Sponsorship Packages



冠名赞助

Title Sponsor  
CAD\$16000



钻石赞助

Diamond Sponsor  
CAD\$8000



白金赞助

Platinum Sponsor  
CAD\$5000



黄金赞助

Gold Sponsor  
CAD\$2500



友情赞助

Bronze Sponsor  
CAD\$800

在本次嘉年华活动的所有宣传平台全线推广  
Promoted across all social media platforms



参加记者会  
Attend press conference



设置现场宣传展台  
Set up an on-site promotional booth



发言致辞，接受媒体采访  
Speeches and interviews with the media



现场大屏幕广告播放  
Play advertisement in on-site large-screen



节目单广告  
Advertisement on program list brochure

封底页  
Back cover

内页  
Inner page

1/4页面  
1/4 page

内页  
Inner page

海报鸣谢  
Thank you poster



VIP赠票  
VIP Ticket

20

10

5

3

1

普通票赠票  
Event Ticket

30

20

10

5

2

## 联系方式 Contact

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加中青少年文化艺术协会  
Canada China Youth Art Association

