

YAO MING
Foundation Gala
2010

IN PARTNERSHIP WITH

MFA **H** *The Museum of Fine Arts, Houston*

TOGETHER WE CAN MAKE A DIFFERENCE

FOUNDATION GALA SNAPSHOT


Philanthropist and Houston Rockets star Yao Ming and the Museum of Fine Arts, Houston (MFAH), will present the 2010 Yao Ming Foundation Gala on Sunday, March 28 2010. This dramatic evening will feature the rich cultural heritage of China against the grand backdrop of MFAH Cullinan Hall, and is certain to be one of Houston's most eagerly anticipated events in 2010.

Date/Time:	Sunday, March 28, 2010 6:30pm – 10:00pm
Theme:	Together We Can Make a Difference
Location:	Museum of Fine Arts, Houston (MFAH) Cullinan Hall
Guests:	500
Format:	Seated Dinner and Program
Entertainment:	Celebrity Emcee, DJ/Live Performance
Beneficiaries:	Yao Ming Foundation MFAH, Arts of China Gallery
URL:	www.yaomingfoundation.org/gala



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A UNIQUE PARTNERSHIP – THE MUSEUM OF FINE ARTS, HOUSTON (MFAH)

Since he arrived in Houston as the NBA's number one draft pick in 2002, Yao Ming has become an icon in two distinct cultures and on two continents. He has become an important bridge between China and the United States both on and off the basketball court.

The Yao Ming Foundation is partnering with the Museum of Fine Arts, Houston, to assist in raising funds for the construction of a new permanent gallery dedicated to the Arts of China and has committed to a significant gift to the MFAH.

The Ting Tsung and Wei Fong Chao Arts of China Gallery will open to the public in the summer of 2010 as part of the museum's expanding wing dedicated to Asian art. The new gallery, together with education programs designed specifically for it, will introduce Chinese art to new and wider audiences, promoting cultural understanding among the millions of school aged children, youth, and adults who visit the museum each year.



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YAO MING FOUNDATION:

The Yao Ming Foundation was established in June of 2008 by international NBA Star Yao Ming in response to the devastating 8.0 earthquake in Sichuan Province, China on May 12, 2008. The Yao Ming Foundation has so far committed to rebuilding five schools in the earthquake region. The new earthquake resistant schools will provide top level education for more than 1000 students, many of whom will also board at the schools.

Concurrently The Yao Ming Foundation will continue to support other schools within China. Many of the schools in China, particularly those in rural areas, are in need of substantial renovations, have little to no heat, and are not earthquake resistant.

The Yao Ming Foundation recently announced a \$100,000 grant to the Houston-based charity Collaborative for Children to rebuild four playgrounds that were destroyed by Hurricane Ike.


Longer-term goals for the Yao Ming Foundation include supporting youth-oriented programs in China and the United States.

The Yao Ming Foundation is a donor-advised fund at the Giving Back Fund. All donations are tax deductible to the fullest extent of the law.



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PRESENTING SPONSOR



MEDIA PARTNERS

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HOUSTON MUSEUM DISTRICT



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NOVEMBER 17

PRESS ANNOUNCEMENT

HOUSTON CHRONICLE



JAMES NIELSEN : CHRONICLE

Yao leaps into the art world

A gala scheduled for Jan. 30 at the Museum of Fine Arts, Houston will benefit Houston Rockets center Yao Ming's foundation and a new MFAH gallery for Chinese art, Yao announced Tuesday. Presented by iTalk Global Communications Inc., the Yao Ming Foundation Gala will generate funds for the MFAH's Ting Tsung and Wei Fong Chao Arts of China Gallery, slated to open next summer, as well as other initiatives. Programs supported by the foundation include rebuilding schools devastated by the 2008 earthquake in Sichuan Province, China, and a grant to the Houston-based charity Collaborative for Children to rebuild four Houston and Galveston playgrounds destroyed by Hurricane Ike. Yao announced the project along with iTalk CEO Jack Zhao, left, and museum director Dr. Peter Marzio.

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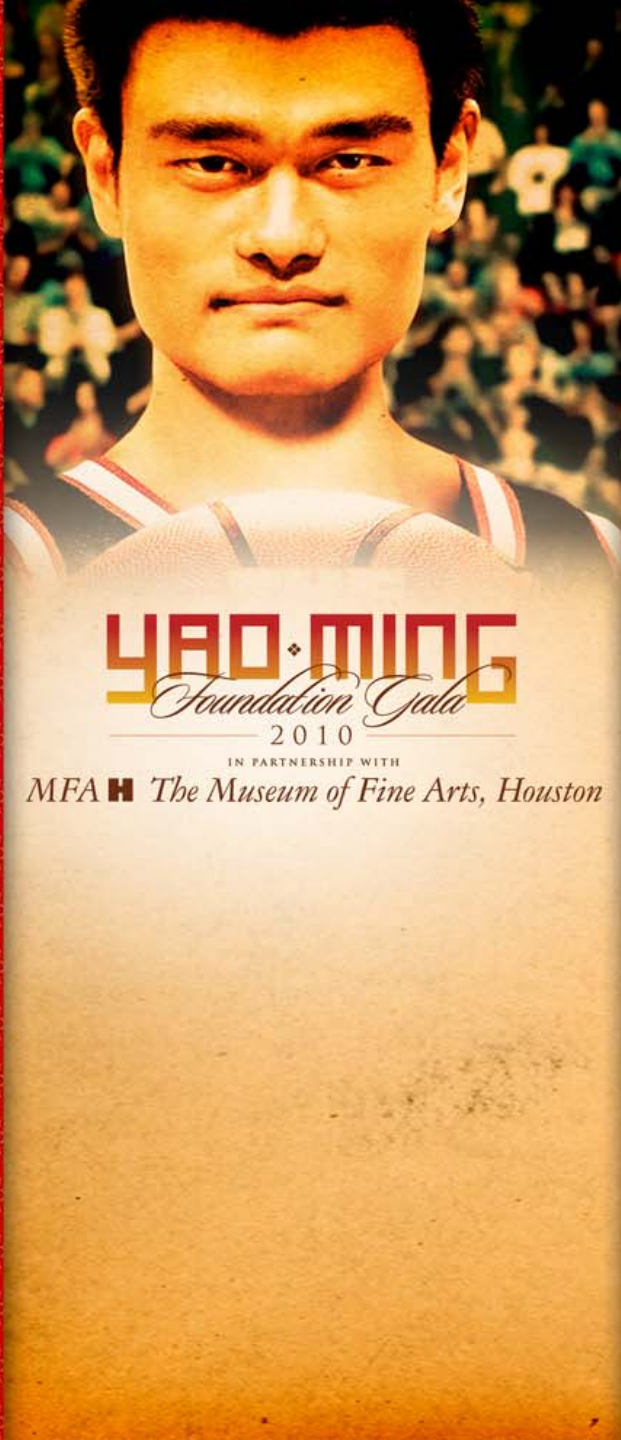
MFA **H** *The Museum of Fine Arts, Houston*



**SPONSORSHIP
PACKAGES**

PARTNERSHIP OPPORTUNITIES

- Sponsorship opportunities for Yao Ming Foundation are available on a limited and exclusive basis. Due to venue, event layout, and teams involved, we are extremely flexible in creating the ultimate experience for your brand.
- Increased brand awareness through on-line, print, radio, & television impressions.
- Product sampling and giveaways.
- Organic and intimate opportunity to reach celebrities, athletes, & VIPs.
- An important opportunity to gain community exposure through pre-event marketing and promotion.
- A vehicle to demonstrate the philanthropic qualities of your company through media coverage, interviews, and on-site activation.
- A unique opportunity to align your brand with one of the world's most respected athletes.
- On-site brand integration at one of Houston's largest charity celebrity gala.



Marketing and Promotions

- Foundation event presented by company included as presenting sponsor on all advertising, marketing collateral, digital websites and media and event materials.
- Inclusion of logo in all materials and description of company, product and service in the event program.
- Category exclusivity and use of foundation/event mark for approved promotional purposes.

On Site Presence

- Logo prominently featured on event red carpet step and repeat where celebrity and athlete guests take their pictures upon entry.
- Ability to create a dedicated demonstration area in the cocktail area where the service can be showcased; custom signage and branding included.
- Branding inside the venue and included everywhere the event logo is placed.
- Verbal mentions throughout the event.

Hospitality

- 2 premiere tables at the event (20 people).
- 15 minute meet and greet with Yao Ming immediately prior to the dinner and gala event (up to 20 people).
- 5 personalized Yao Ming signed basketballs and 5 signed jerseys.

PR

- Dedicated PR opportunity between the brand and Yao.
- Access to B-Roll and CD of images from the event for internal and PR use.



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**PRESENTING
SPONSOR
(one available)**

TAKEN



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SUPPORTING SPONSOR
(two available)

FEE: \$125,000
(tax deductible)

Marketing and Promotions

- Inclusion of logo in all materials and description of company, product and service in the event program.
- Category exclusivity and use of foundation/event mark for approved promotional purposes

On Site Presence

- Logo featured on event red carpet step and repeat where celebrity and athlete guests take their pictures upon entry.
- Ability to create a dedicated demonstration area in the cocktail area where the service can be showcased; custom signage and branding included.
- Limited branding inside the venue.

Hospitality

- 1 premiere table at the event (10 people).
- 5 additional tickets to the event.
- 3 personalized Yao Ming signed basketballs and 3 signed jerseys.

PR

- Access to B-Roll and CD of images from the event for internal and PR use.

Marketing and Promotions

- Inclusion of logo in all materials and description of company, product and service in the event program.
- Category exclusivity

Hospitality

- 1 premiere table at the event (10 people).
- 3 signed jerseys.

PR

- Inclusion in all press materials and event outreach.
- CD of images from the event for internal and PR use.



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**PARTICIPATING
SPONSOR**
(six available)

FEE: \$60,000
(tax deductible)



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SPIRITS PORTFOLIO SPONSOR

FEE: \$25,000 + Product
(tax deductible)

- Spirit Category Exclusivity
- Logo Inclusion
 - Logo on all printed materials
 - Linked Logo on Yao Ming Foundation Website
- Ability to merchandise satellite bars within the venue .
 - Opportunity to create custom Ming Cocktail for Gala
 - Opportunity to display tasteful p.o.s on the bar
 - Includes custom signage
- 4 Autographed Yao Ming 8x10 Photos.
- Inclusion in Press Release.
- Custom CD of Images following the event.



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**BEER
SPONSOR**

FEE: \$15,000 + Product
(tax deductible)

- Beer Category Exclusivity
- Logo Inclusion
 - Logo on all printed materials
 - Linked Logo on Yao Ming Foundation Website
- Ability to merchandise satellite bars within the venue .
 - Opportunity to create custom Ming Cocktail for Gala
 - Opportunity to display tasteful p.o.s on the bar
 - Includes custom signage
- 2 Autographed Yao Ming 8x10 Photos.
- Inclusion in Press Release.
- Custom CD of Images following the event.

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**MARKETING
& PR**



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MARKETING STRATEGIES

A local and regional marketing campaign will be launched in conjunction with the program, providing ample awareness in the community to successfully drive attendance to the gala. A comprehensive marketing plan will be developed and will include some of the following resources to further sponsor partnerships with the event


- Digital and print mailing campaign in the Houston area.
- Local and regional print advertising
- Local radio partnerships and promotions throughout Houston

As a sponsor you will be able to take advantage of all these media opportunities.

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PR

As the centerpiece of the Houston Rockets, Yao has become an icon in the world of sports as well as pop culture and we'll launch a full scale PR effort for the Foundation event and its sponsors. The Yao Ming Foundation will work to put together a comprehensive media strategy to penetrate the Global Chinese Community in Houston and throughout the United States.

Sample Media Outlets:

PRINT MEDIA

Houston Chronicle
Yellow Magazine
US Weekly
NY Post
NY Daily News
Life & Style
Star Magazine

BROADCAST MEDIA

Access Hollywood
Extra
E! News
CNN
Fox TV
ABC
CBS

ON-LINE MEDIA

Sina.com
E! News On-line
CNN.com
FoxNews.com
Yahoo.com
Extra.com
People.com

SPORTS MEDIA

CNN.com
ESPN.com
Fox Sports
CBS Sportsline
ESPN The Magazine
Sporting News
Sports Illustrated



THE GIVING BACK FUND:

The Giving Back Fund (GBF), established in 1997, seeks to cultivate and nurture a new group of philanthropists within the sports and entertainment communities and to help establish role models who will inspire others to give back. GBF provides philanthropic consulting, management and programs to athletes, entertainers, entrepreneurs, and other high net worth individuals aimed at increasing the impact of their philanthropy.

With offices in Boston and Los Angeles, the Giving Back Fund has worked successfully with more than 100 professional athletes, entertainers, and business entrepreneurs, helping them achieve their philanthropic goals. While the Giving Back Fund has developed special expertise in providing philanthropic consulting to athletes and entertainers, its services are available to anyone committed to increasing the impact of their philanthropy.



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MMG:

MMG is an event marketing agency specializing in creating event based programs which connect brands directly to their customers using the power of lifestyle content. Clients hire us when they are looking for an agency that thinks differently, an agency that pushes the envelope beyond what's already been done and an agency that understands how to leverage access and relationships to make each dollar go further.

Our client list is far reaching and includes companies and brands including Aston Martin, ESPN, DIRECTV, The Giving Back Fund, Victoria's Secret, Lexus, Patron Tequila, Callaway Golf, Zappos and Verizon Wireless.





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