



Chinese New Year Festival 2017

www.ChineseNewYearFestival.org

Sponsorship

Date: Saturday, January 14, 2017

Snow date: January 28, 2017

Hours: 10am to 6pm

Location: Luther Jackson Middle School
3020 Gallows Road
Falls Church, VA 22042

Asian Community Service Center

2758 Stone Hollow Dr.

Vienna, VA 22180

Tel:703-868-1509

Fax:703-763-2340

Email: Contact@AsianServiceCenter.org

About the event

Chinese New Year (the Lunar New Year) is the most important of the traditional holidays celebrated by Asian Americans such as Chinese, Korean, Vietnamese, Mongolian, etc. The Asian Community Service Center would like to extend this holiday mood from Asian communities to all in the metropolitan area. The Festival will add cultural flavor to this dynamic international city and promoting multi-cultural exchanges through artistic performances, art crafts and food.

Marketing Plan

- ❖ Advertisements on Chinese and English newspapers starting from Nov. 2016
- ❖ Information to be disseminated by local TV
- ❖ High-quality postcards to be distributed in community public venues
- ❖ Public relations efforts – event listing on newspaper community calendars and online event calendars
- ❖ Internet

Sections

Performance stage

Art crafts

Food

Non-Profit

Business/Corporation

Kids play zone

Benefit of the Event

- Promote your business by making connections to the Asian and local communities
- Enhance the brand image of your products/services
- Display your products/services to the audience of the event

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Price Range: \$600-\$20,000

Sponsorship Benefits:

A--One booth space 8'x10'

B--One booth space 16'x10'

C-- Name/Logo on promotion Postcards

D--Name/Logo on Banner on-site

E--Name/Logo/Link on Chinese New Year Festival website

F--Banner right for one of the sections (stage, business expo, food court, kids zone)

G --Greeting ads in the Local Chinese newspaper Chinese version (full, 1/2, 1/4,1/8 or 1/16 page)

H--Advertisement in Event Publication (full, 1/2, 1/4, 1/8 or 1/16 page)

I---TV ads on Local Chinese TV *

Diamond Sponsor: \$600

A, D,E, H(1/16 page)

Lucky Bird Sponsor: \$1,000

A, C, D, E, G (1/8 page), H(1/8 page)

Tiger Sponsor: \$2,500

A, C, D, E, F(one section), G (1/4 page), H(1/4 page),

Lion Sponsor: \$5,000

B, C, D, E, F(two section), G (1/4 page, 2weeks), H(1/2 page),
I(40 spots/30s)

Golden Eagle Sponsor: \$10,000

B, C, D, E, F(three section), G (full page, 2weeks), H (full page),
I(80 spots/30s)

Golden Lion Sponsor: \$20,000

B, C, D, E, F(all the sections), G (full page, 5weeks), H(full page),
I(160 spots/30s)