# Chinese New Year Festival 2020



## [www.ChineseNewYearFestival.org](http://www.ChineseNewYearFestival.org)

**Sponsorship**

**Date**: Saturday, January 25, 2020

**Snow date**: Sat. February 8, 2020

**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

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**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. 2019
* Information to be disseminated by online TV
* High-quality postcards to be distributed in community public venues
* Public relations efforts – event listing on newspaper community calendars and online event calendars
* Social media

**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

**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/Link on Chinese New Year Festival website

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

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

**H**---Opportunity to be introduced at stage

**Diamond Sponsor: $600**

**A**, D, **G(**1/16 page**)**

**Lucky Bird Sponsor: $1,000**

**A**, C, D, **G(**1/8 page**)**

**Tiger Sponsor: $2,500**

**A, C**, **D, E(**one section**), G(**1/2 page**),**

**Lion Sponsor: $5,000**

**B, C**, **D, E (**two section**), G(**full page**),**

**Golden Eagle Sponsor: $10,000**

**B, C**, **D, E(**three section**), G (**full page **), H**

**Signature Sponsor: $20, 000**

**B, C**, **D, E(**all the sections**), G (**full page**), H,** Signature for this event