



## Chinese New Year Festival 2010

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

**Date:** Saturday, February 13, 2010

**Hours:** 10am to 7:00pm

**Date:** Sunday, February 14, 2010

**Hours:** 11am to 7:00pm

**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:703-562-7992

Email: [Contact@AsianServiceCenter.org](mailto: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 January 2010
- √ 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

### **Sections**

Performance stage  
Art crafts  
Food  
Non-Profit  
Corporation  
Kids play zone  
Ping-Pong Table Tennis

### **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:** \$800-\$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 Epoch Times newspaper Chinese version (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)

**Diamond Sponsor: \$800**

**A, E, G** (1/16 page), **H**(1/16 page)

**Lucky Bird Sponsor: \$1,500**

**A, E, G** (1/8 page), **H**(1/8 page)

**Tiger Sponsor: \$3,000**

**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** (1/2 page), **H**(1/2 page))

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

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

**Golden Lion Sponsor: \$20,000**

**B, C, D, E, F**(all the sections), **G** (full page), **H**(full page)