



Chinese New Year Festival 2009

www.ChineseNewYearFestival.org

Date: Saturday, January 24, 2009
Sunday, January 25, 2009

Hours: 10:00am 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

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 December 2008
- ❖ Information to be disseminated to all public schools in Fairfax County
- ❖ 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 Competition

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

Chinese New Year Festival www.ChineseNewYearFestival.org (703) 868 1509
Asian Community Service Center: www.AsianServiceCenter.org

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--15 minutes Seminar time slot

G--30 minutes Seminar time slot

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

I --Greeting ads in the Epoch Times newspaper Chinese version (1/2, 1/4,1/8 or 1/16 page)

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

K-- Divine Performing Arts show tickets during Feb. 11-15*

Diamond Sponsor: \$800

A, E, I (1/16 page), J(1/16 page)

Lucky Bird Sponsor: \$1,500

A, E, I (1/8 page), J(1/8 page), K(2)

Tiger Sponsor: \$3,000

A, C, D, E, F, I (1/4 page), J(1/4 page), K(4)

Lion Sponsor: \$5,000

B, C, D, E, G, I (1/2 page), J(1/2 page), K(8)

Golden Eagle Sponsor: \$10,000

B, C, D, E, G, H(one section), I (full page), J (full page), K(10)

Golden Lion Sponsor: \$20,000

B, C, D, E, G, H(all the sections), I (full page), J(full page), K(20)

* Divine Performing Arts, The Spectacular 2009. Opera House The Kennedy Center. Feb 11-15, 2009. The rich spirit of Chinese culture in one exhilarating show, Divine Performing Arts is not to be missed. For more information, please visit: www.DivinePerformingArts.org