

2019 LUNAR NEW YEAR SPONSORSHIP PROPOSAL



October 1, 2018

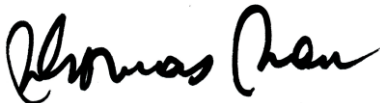
Dear Prospective Sponsor:

I hope you will join our past sponsors (State Farm, AIG, New York Life, Washington Adventist, Comcast, DaTCoM, Montgomery Cares, and UnitedHealthcare) in sponsoring the 2019 AVA Maryland Lunar New Year *Tet* Festival. The Lunar New Year, or *Tet*, is a wonderful time of festivities, celebration, and renewal for Vietnamese Americans and other Asian Americans. Asian Americans are the fastest growing population in the United States, of whom the DC Metropolitan area has one of the largest concentrations in the nation. While Asian Americans make up 5% of the U.S. population, they comprise over 12% in the DC Metro area, of which Vietnamese Americans account for more than 70,000. Since 1982, the Vietnamese American community has entrusted our organization, the Association of Vietnamese Americans (AVA), with the responsibility of organizing the Maryland Lunar New Year *Tet* Festival.

We invite you to join us in welcoming the Year of the Pig at the 2019 AVA Maryland Lunar New Year *Tet* Festival on Sunday, January 20, 2019 at Northwood HS in Silver Spring, MD. We seek your partnership as a sponsor at this most celebrated event, which attracts over 2,000 Asian Americans (specifically Vietnamese Americans) as well as federal and local elected officials. Your sponsorship sends an important message to the fastest growing and most vibrant segment of Montgomery County, the Asian American community, about the critical role they play in the county and in the community at large. Our commitment is to help you make the most of this event to realize tangible, long-term benefits for your company or organization – by increasing your business visibility and brand awareness to the Festival attendees.

Your partnership will support our mission in advancing the Vietnamese American community. Please take a moment to review this Sponsorship Package, which showcases our host organizations, our services and activities (such as the *Tet* Festival) in celebrating our heritage. We would be delighted to speak with you personally about being a part of this auspicious occasion.

Sincerely,



Thomas Tran
Executive Director

About Us

Association of Vietnamese Americans (AVA) is dedicated to advancing the Vietnamese American community in Maryland through direct services, advocacy, and education. AVA implements three cornerstones in our approach: 1) Empowering low-income families and seniors through direct services and providing access to government and private programs; 2) Advocating for social and economic equality by building awareness, capacity, and solidarity within the community; and 3) Unifying multiple generations of Vietnamese Americans by promoting cultural traditions, history, art and language. Officially incorporated in 1982 as a 501(c)(3) nonprofit organization, the Association of Vietnamese Americans (formerly known as Maryland Vietnamese Mutual Association or MVMA) is the oldest Vietnamese American community-based organization in Maryland.
www.avaus.org



Tet Festival Summary

Event: Annual Lunar New Year *Tet* Festival hosted by Association of Vietnamese Americans (AVA)

Description: Tet, the Lunar New Year, is the most celebrated holiday in many Asian cultures, particularly in the Vietnamese, Chinese, and Korean communities. It marks the beginning of Spring and a time for people to start anew. It is also a great time of reunion with families and friends. More than 2,000 people have attended the Maryland Tet Festival, every year for the past 30 years. We expect this year's celebration to attract an even higher number. Asian Americans are the fastest growing population in the United States, of whom the DC Metropolitan area has one of the largest concentrations in the nation. While Asian Americans comprise 5% of the U.S. population, they make up over 12% in the DC Metro area, of which Vietnamese Americans account for more than 70,000.

Objectives:

- To celebrate the Lunar New Year and our Vietnamese heritage.
- To share this tradition with our community in Montgomery County, Maryland.
- To provide an opportunity for companies and organizations to promote products and services to a vibrant community.
- To raise funds to support our valuable direct service programs helping seniors, at-risk families and students, and immigrants.

Date: Sunday, January 20, 2019 from 10 am to 4 pm

Location: Northwood High School
919 University Boulevard Wes
Silver Spring, MD 20901

Average Attendance: 2,000 to 2,500 people



Past Sponsors

- ❖ Horseshoe Casino
- ❖ AIG
- ❖ State Farm
- ❖ New York Life
- ❖ Washington Adventist
- ❖ Comcast
- ❖ DaTCoM
- ❖ Montgomery Cares
- ❖ United Healthcare
- ❖ Vidoori
- ❖ Viet Pearl
- ❖ And many more!

Activities:

Attendees will gather for a day-long celebration of tradition, culture, community service, business exchange, networking and fun activities:

- Market Fair
- Dragon Dance
- Traditional Dress Contest
- Children's Talent Contest
- Cultural Performances

Sponsorship Opportunities

We invite you to celebrate the New Year with us, and support the 2019 AVA Maryland Lunar New Year *Tet* Festival. Your sponsorship demonstrates your friendship with the Vietnamese American and other Asian American communities, as well as your support of a worthy cause. Your organization or company will also realize benefits through active participation and direct access:

- Market to thousands of Asian Americans, public officials, and supporters on the day of the *Tet* Festival and get media coverage.
- Increase business visibility and brand awareness, and expand your business network.
- Demonstrate goodwill to the Vietnamese and Asian American community in the DC Metro area.
- Contribute to a certified 501(c)(3) nonprofit organization that provides direct services to the community.

Platinum Sponsor: \$3,000

- Recognition and announcement by Program Emcee
- Banner displayed as background of performance stage at TWO events: *Tet* Festival and Annual Academic Awards and Community Picnic in June
- Brief remarks during cultural performance program
- Name recognition banner at Festival hall and on our website for one year. (Must supply your own logo design for website). Logo size: up to 2 inch square
- One complimentary display table at Festival
- Half page ad (8 in x 5 in) on back cover of program brochure in Vietnamese language (up to 50 words)

Gold Sponsor: \$2,000

- Recognition and announcement by Program Emcee
- Banner displayed as background of performance stage at *Tet* Festival
- Name recognition banner at Festival hall and on our website for half a year. Logo size: up to 1.5 inch square
- One complimentary display table at Festival
- Half page ad (8 in x 5 in) in program brochure in Vietnamese language (up to 50 words)

Silver Sponsor: \$1,000

- Recognition and announcement by Program Emcee
- Name recognition banner at Festival hall and on our website for three months. Logo size: up to 1 inch square
- One complimentary display table at Festival
- One-fourth page ad (5 in x 4 in) in program brochure in Vietnamese language (up to 25 words)

Bronze Sponsor: \$500

- Recognition and announcement by Program Emcee
- One complimentary display table at Festival
- Business card ad in program brochure

Sponsor: \$250

- Business name and phone listing in program brochure

If you have any questions or concerns, please contact Mr. Thomas Tran, thomas.tran@mdvietmutual.org or (301) 588-6862, during office hours of 10:00 am-5:00 pm (M-F).