

Lunar New Year Year Of The Ox

"Chúc Mừng Năm Mới"



ASIA TIMES SQUARE®

SPONSORSHIP PACKAGE

The 14th Annual Asia Times Square
Lunar New Year Festival

2021





Asia Times Square Lunar New Year Committee

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Dear Prospective Sponsor,

Every year, millions of Asians around the world celebrate the Lunar New Year. Lunar New Year is the most observed and significant of all Southeast Asian holidays.

Asia Times Square is proud and honored to present to the community the largest annual Lunar New Year Festival in the North Texas area. This event attracts tens of thousands of patrons, in a six-day period, encompassing a multi-ethnic population.

The 14th Annual Asia Times Square Lunar New Year festival will take place between February 6th-7th & 13th-14th, 2021.

We cordially invite you to join us this year in making the Asia Times Square Lunar New Year festival the most successful yet!

Sponsorship of the festival offers you and your organization with unique and advantageous marketing opportunities to promote your brand and business to a quickly growing population.

We are confident that your participation and partnership with Asia Times Square will bring you benefits that you won't find anywhere else, including increased publicity, prestigious affiliation, and community impact.

We look forward to building this partnership with you as we welcome the Year of the Ox, with prosperity and success for all. Thank you for your consideration to support the 14th Annual Asia Times Square Lunar New Year Festival!

Sincerely,

Asia Times Square Lunar New Year Committee



History & Mission

Originally based on the lunisolar calendar, in which the months are coordinated by the cycles of the moon, the Lunar New Year is the most celebrated festival in Southeast Asia.

For the past 13 years, Asia Times Square has organized the Lunar New Year festival for the Dallas/ Fort Worth area to create an environment for all to come and celebrate the Lunar New Year. What started in 2008, as a small flower market (Đêm Chợ Hoa) festival has blossomed into a grand festival with vendors, performances, family activities, and much more.

This year's festival will continue to grow in scope and size. It will be a vibrant celebration of Southeast Asian arts, activities, and culture. It will undoubtedly be the premier Asian event in North Texas.

Our mission, as with all events, is to preserve traditions and promote cultures, whether it is our own or others. We want to provide opportunities for companies and organizations to reach the community and allow them to offer their products and services. We also want to offer youth organizations a chance to participate in leadership development, community service, and fundraising opportunities to support cultural and education programs.

Therefore, the success of all events cannot be measured by Asia Times Square, alone. It is measured by the generosity and partnerships of all sponsoring businesses and organizations.



Sponsorship Packages

The "Year of the metal OX"

This year is going to be lucky and also perfect to focus on relationships, whether we are talking about friendships or love. In the Chinese Zodiac, the Ox is very hardworking and methodical. 2021 is going to be a year when work will get rewarded, and those zodiac signs who are lucky in terms of money this year will be the ones that will make a considerable effort.

The Yin energy, specific to the Chinese zodiac sign of Ox, will be quite poignant. This is going to be a year when we will fully feel the weight of our responsibilities, a year when it is necessary to double our efforts to accomplish anything at all.


This year is a favorable year for economic recovery or consolidation, a year of long-term investments (especially for creating a reserve stock for the coming unproductive years). The Metal Ox year is also great for making order in the family life. After all, if the family life is peaceful, everything gets solved! Thus, 2021 is a year when all the problems get solved with discipline. A lot of discipline! Obviously, with an extra effort from us in organizing our time.

And we will begin the year of discipline at the Lunar New Year festival; requiring face masks and social distancing, following all the Center for Disease Control and guidelines for the state of Texas. Providing a virtual VIP Ceremony is part of our plan to keep all our guests safe and healthy.

The Annual Asia Times Square Lunar New Year Festival is the perfect event for your and your company to promote and create brand awareness to the North Texas community. It is well-recognized by the City, County, and State. Each year, the event attracts approximately 50,000 guests over 2 weekends and consists of live music, cultural performances from all over the world, dragon and lion dances, firecrackers, and a VIP Opening Ceremony.

One notable event that takes place is the announcing of the LOH Foundation Scholarship Awards winners. These scholarships are awarded to deserving student who value culture, service, and education. With the event just around the corner, we would love to take this time to offer a customized package that suits the needs of your company so that every dollar spent is maximized in reaching a community with great buying power.

Please scroll through the following sponsorship packages to see which level might suit your company best. We look forward to working with you and your company!



The Year Of the Ox	\$10,000
Prosperity	\$5,000
Longevity	\$3,000
Harmony	\$1,000
Luck	\$500
Media	



Sponsorship Packages

Benefits	Year of the OX	Prosperity	Longevity	Harmony	Luck	Media
Name/logo on all event promotional and marketing materials	X	X	X	X	X	X
Logo on all program screens	X	X	X	X	X	X
Name mentioned on radio and tv	X	X	X	X	X	X
Appreciation award	X	X	X	X	X	X
Banner displayed at event	X	X	X			
Speak on VIP Zoom meeting Opening Ceremonies	X	X				
In-studio guest – Radio Saigon Dallas 1600 AM	X	X				
In studio Guest on VIETV	X					



Sponsorship Application

Business Name _____

Contact Name _____

Title _____

Email _____

Phone _____

Website _____

Facebook _____

_____ Payment Enclosed

_____ Will Need an Invoice

14th Annual Asia Times Square Lunar New Year Sponsorship Levels (Please Check mark)

- | | | |
|-------|----------------------|----------|
| _____ | Year of the Metal OX | \$10,000 |
| _____ | Prosperity | \$5,000 |
| _____ | Longevity | \$3,000 |
| _____ | Harmony | \$1,000 |
| _____ | Lucky | \$500 |
| _____ | Media | |

Signature _____ Date _____

Please make checks payable to: LOH Foundation or Asia Times Square
2625 W. Pioneer Pkwy. Ste. 800 Grand Prairie, TX 75051





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