

2021

Presented By:



**ASIA TIMES
SQUARE**



**HONG KONG
MARKET PLACE**

Don't just shop, Have an experience...

Annual Mid-Autumn Festival

Sponsorship Package

**September
17th-19th, 2021**

2625 W. Pioneer Pkwy
Grand Prairie, TX 75051





WELCOME TO THE MID-AUTUMN FESTIVAL!
[SEPTEMBER 17-19, 2021]

The **Mid-Autumn Festival**, also known as the **Moon Festival**, is a traditional Asian celebration that occurs on the 15th day of the eighth month according to the Lunar Calendar. On this particular day, the moon is at its **brightest** and **fullest**. It is the **second** most important holiday tradition in Asia for family reunions and is often compared to Thanksgiving for its spirit of gratitude and abundance of food.

Asia Times Square is proud and honored to present to the community one of the largest annual Mid-Autumn Festivals in the entire North Texas area attracting thousands of patrons every year!

The 2021 Mid-Autumn Festival Celebration will include...

Drive-In Movies, Free Children Goodie Bags, Live Performances,
Cultural Food Vendors, Lion Dances, and Children's Activities!



Why Asia Times Square and its events?

2020 Mid-Autumn Drive-In Movie Festival

At Asia Times Square (ATS), our Mission is to **"Preserving Traditions, Promoting Cultures."**

We achieve this by hosting **three** great events **every year** with more than 10,000 guests attending any individual event! Guests from all over come to celebrate our heritage and pass on cultural values to future generations.

Our **Mid-Autumn Festival** will include drive-in movies, live performances, cultural food, lion dances, and children's activities. This year, we expect to welcome **thousands** of more patrons to this **three-day celebration**.

TOP 3 ATS EVENTS:

- Lunar New Year (~Jan/Feb)
- Mid-Autumn Festival (Sept. 17-19)
- HKMKT Music & Food Festival (~Oct)

DEADLINES:

SEPT 3: Print Deadline

Send logo to michelle@kemeno.biz if you wish to be included on printed materials.

SEPT 17: Booth set-up

SEPT 19: Booth tear-down

"Grand Prairie's Asia Times Square Just Keeps Growing"

- [Fort Worth Magazine](#)



With Asia Times Square being an **Asian Hub** and a **favorite destination** of many Asian families in North Texas and the Dallas - Fort Worth Area, you have great opportunities to present your brand to the Asian-American community in the area. It is time for you to tap into this specific market to increase your market share.

Asian American buying power topped \$1 trillion in 2018, Nielsen report finds

Asian American and Pacific Islander spending power in the U.S. topped \$1 trillion in 2018 and is expected to break \$1.3 trillion by 2023. - [NBC News](#)

2017

Asian American residents make 6.6% of the total population in the U.S. - about 21.5 million people.

**2010
to
2018**

The number of Asian Americans in Texas has increased by 42% (from 960,543 to 1,366,658).

2018

Asian-Americans buying power has also growing significantly since 2000, up by 257%, making it one of top consumer groups in the United States.

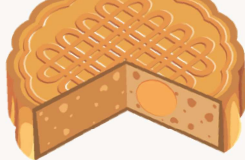
2021

Featured Asia Times Square Articles (click to view):

[CBS DFW](#) | [NBC - Texas Today](#) | [DMagazine](#) | [Fort Worth Magazine](#) | [Dallas News](#)

Sponsorship Packages

Benefits	Title Sponsor \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$1,000	Bronze \$500	Media In Kind
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
Appreciation award	X	X	X	X	X	
Name mentioned on radio and tv	X	X	X	X		
Banner displayed at event	X	X	X			
Speak at ATS Opening Ceremony	X	X				
In-studio Guest-Radio	X	X				
In-studio Guest-TV	X					



Sponsorship Application

Business Name _____

Contact Name _____

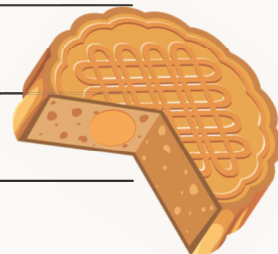
Title _____

Email _____

Phone _____

Website _____

Facebook/Instagram _____



_____ Payment Enclosed _____ Will Need an Invoice

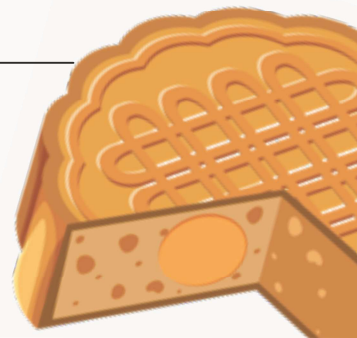
2021 Mid-Autumn Festival Sponsorship Levels (Please Checkmark)

_____	Title Sponsor	\$10,000
_____	Platinum	\$5,000
_____	Gold	\$3,000
_____	Silver	\$1,000
_____	Bronze	\$500
_____	Media	In Kind

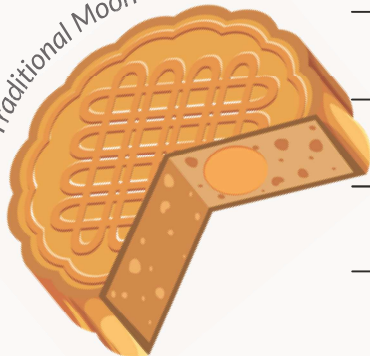
Signature _____

Date _____

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



Traditional Moon Cake





"Preserving Traditions and Promoting Cultures"

Thank You To Our Past Sponsors

City of Grand Prairie | Dallas Mavericks | Texas Rangers | Hong Kong Market Place | The Pearl | City Bank | Grand Prairie Chamber of Commerce | Epic Waters Indoor Waterpark | Greater Arlington Chamber of Commerce | Grand Prairie Premium Outlet | Grand Prairie Police Department | Baylor Scott & White | Gulf Coast | HC Foods | Civitas | H & N Group | Absolute Mortgage | Hennessy | GPISD CTE | Higier, Allen & Lautin | Maxfield Seafood | PAFCO | Stripe-A-Zone | Quality Produce | RDS Martin & Sons Insurance Agency | Classic Chevrolet | Peter Phan Insurance | United Realty & Associates | Ripley's | ITC | All State Paving Co. | Clayton Fisher, CFP | Colliers International | Bambu | Texas Trust Credit Union | Fortuna Seafood | SAM'S SPA | Wei Chuan | UT Arlington and many more.

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