

LUNAR NEW YEAR

2023

YEAR OF THE CAT & RABBIT

OUR BIGGEST EVENT OF THE YEAR!

Sponsorship Package 2023

Join our 3 weekend celebration!

Jan 6th-8th, 13th-15th, & 20th-22nd, 2023

Asia Times Square Committee

Matthew Loh

Matthewloh@aquamgmtllc.com

Bich Lam Nguyen

Bichlam@aquamgmtllc.com

William Nguyen

Williamn@aquamgmtllc.com



@AsiaTimesSquareTexas
@HongKongMarketPlace



@AsiaTimesSquare
@HKMKT.dfw



Dear Prospective Sponsor,

Every year, millions of Asians around the world celebrate the Lunar New Year. It is considered 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 nine-day period, encompassing a multi-ethnic population.

The 16th Annual Asia Times Square Lunar New Year festival will take place between January 6-8th, 13-15th & 20-22nd, 2023.

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 Cat/Rabbit**, with prosperity and success for all. Thank you for your consideration to support the 16th 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 15 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. What started in 2008, as a small flower market (Đêm Chợ Hoa) festival, has blossomed into a grand festival recognized by **D Magazine, Culture Mag Dallas, CBS DFW**, and more!

This year's festival will continue to grow in scope and size. It will be a vibrant celebration of South East Asian arts, cuisine, activities, and culture. It will undoubtedly be the premier Asian event in North Texas as we welcome the **Year of the Rabbit/Cat**.

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 educational programs.

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



The Loh Foundation Zodiac Clock can be found at the Asia Times Square plaza



Why Asia Times Square and its events?

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

We achieve this by hosting **four** 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 **Lunar New Year** Festival is our biggest event of the year! To celebrate, we'll have live performances, cultural food, lion dances, and children's activities. This year, we expect to welcome **thousands** of more patrons to this **three-weekend celebration**.

TOP 4 ATS EVENTS:

- Lunar New Year (Jan. 6-8, 13-15, & 20-22)
- Asian Heritage Month (May 2023)
- Mid-Autumn Festival (Sept. 2023)
- HKMKT Music & Food Festival (Oct. 2023)

DEADLINES:

Dec. 19th: Print Deadline

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

JAN 6: Booth setup

JAN 13: Booth setup

JAN 8: Booth tear-down

JAN 15: Booth tear-down

JAN 20: Booth setup

JAN 22: Booth tear-down



Sponsorship Packages

2023: The “Year of the Water Rabbit/Cat”

Additional years of the Rabbit/Cat include:

1939, 1951, 1963, 1975, 1987, 1999, 2011, or 2023

This year for the lunar calendar is special to Vietnam because it is the only year where the country celebrates the Year of the Cat while other countries celebrate the Year of the Rabbit. This is thought to have resulted from a mis-translation for the word for rabbit, “mao” which is very similar to the word for cat “meo”. The zodiac sign of the rabbit or cat is a symbol for mercy, elegance, and beauty. People born on one of the years for these Zodiac signs are usually calm and peaceful. They have good judgment and stay out of trouble, avoiding altercations when they can.

The Annual Asia Times Square Lunar New Year Festival is the perfect event for you 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, lion dances, firecrackers, and an formal VIP Opening Ceremony.

One notable event that takes place during the Opening Ceremony is the announcing of the (6) LOH Foundation Scholarship Award Winners. These scholarships are awarded to deserving students who value culture, service, and education. With the Lunar New Year 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!



Sponsorship Packages

Benefits	Year of the Rabbit/Cat (\$15,000)	Prosperity (\$10,000)	Longevity (\$5,000)	Harmony (\$3000)	Luck (\$1000)	Auspicious (\$500) or 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
Tickets to the VIP Banquet	20 VIP Tickets (two tables)	10 VIP Tickets (one table)	6 VIP Tickets	4 VIP Tickets	2 VIP Tickets	2 VIP Tickets
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 Ceremony	X	X				
In-studio guest radio spot	X	X				
In-studio Guest - TV	X					

Sponsorship Application

Business Name _____

Contact Name _____

Title _____

Email _____

Phone _____

Website _____

Facebook _____

_____ Payment Enclosed

_____ Will need an invoice

16th Annual Asia Times Square Lunar New Year Sponsorship Levels (Please Check-mark)

_____ Year of the Rabbit/Cat \$15,000

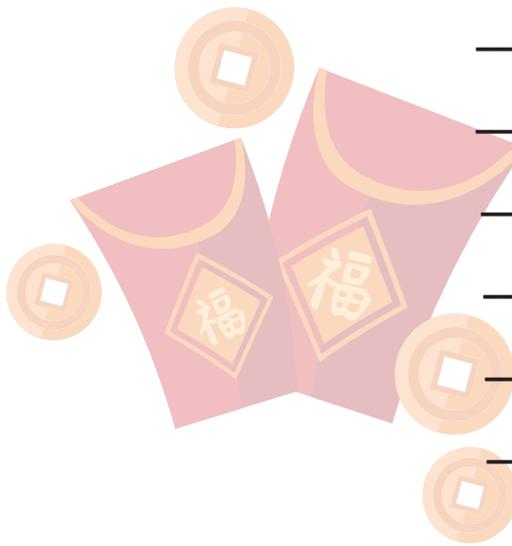
_____ Prosperity \$10,000

_____ Longevity \$5,000

_____ Harmony \$3,000

_____ Luck \$1000

_____ Auspicious \$500 / Media In-Kind



Signature _____ Date _____

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



ASIA TIMES SQUARE®

"Preserving Traditions and Promoting Cultures"

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Asia Times Square
2625 West Pioneer Pkwy
Grand Prairie, TX 75051