



# ANNUAL SPONSORSHIP OPPORTUNITY

"THE DESTINATION CONNECTING CULTURES AND COMMUNITIES."

**f** FACEBOOK  
@ASIATIMESSQUARETEXAS

**Instagram**  
@ASIATIMESSQUARE

[WWW.ASIATIMESSQUARE.COM/CATEGORY/EVENTS/](http://WWW.ASIATIMESSQUARE.COM/CATEGORY/EVENTS/)  
SUPPORT@ASIATIMESSQUARE.COM  
972.975.5100



**DUE BY:**  
**MAY 10,**  
**2023**

2615 - 2625 WEST PIONEER PARKWAY, GRAND PRAIRIE, TEXAS 75051

## ABOUT US:

The Asia Times Square (ATS) plaza has evolved from The Hong Kong Market Place (HKMKT), a local DFW Asian grocery market that served the neighborhood and supported a family with big dreams to a now multi-use cultural plaza with restaurants, boutiques, beauty and health care providers, and other retailers.

What started as the HKMKT grocery store has transformed over the course of 35 years as a result of the Loh Family reinvesting in the community to build the ATS complex into what it is today.

## CULTURAL EVENTS:

Here at ATS, we are guided by our mission to "Preserving Traditions, and Promoting Cultures."

We strive to fulfill this promise by hosting cultural events throughout the year with more than 10,000 guests attending any individual event! Guests of ALL ages and ethnicities from all over the states come to celebrate with us and in the process, pass on cultural values to future generations!

## ANNUAL EVENTS:

\*EXCLUDES SPECIAL EVENTS NOT HELD YEARLY

### JAN/FEB

2024

### LUNAR NEW YEAR

OUR MOST ANTICIPATED EVENT OF THE YEAR WITH A FIRECRACKER SHOW TO WARD OFF EVIL SPIRITS AS WE ENTER THE NEW (LUNAR) YEAR!

### MAY

2023

### ASIAN HERITAGE FEST

AN EVENT IN HONOR OF ASIAN AMERICAN AND NATIVE HAWAIIAN/ PACIFIC ISLANDER HERITAGE MONTH WITH AANHPI PERFORMANCES & VENDORS.

### SEPT

2023

### MID-AUTUMN FESTIVAL

A CELEBRATION FOR THE CHILDREN! THIS HOLIDAY IS ALSO REFERRED TO AS THE "MOON" OR "MOONCAKE" FESTIVAL AND MARKS THE EVENING WHEN THE MOON IS AT ITS BRIGHTEST AND FULLEST.

### OCT

2023

### HKMKT NightMKT

THE ANNIVERSARY OF THE HONG KONG MARKET PLACE THAT OPENED ON OCTOBER 30, 1986. WE BRING A PIECE OF NIGHT MARKETS ON THE STREETS OF ASIA TO DFW TO TREAT THE COMMUNITY FOR THEIR SUPPORT!

## DID YOU KNOW?

*"Asian-Americans command an estimated 6.2 percent of the nation's total buying power, roughly \$1 trillion. Texas is the only state that also ranks among the nation's 10 largest Asian consumer markets (at third)." -University of Georgia (click to read the full article).*

With ATS being the Asian Hub and favorite destination of families in North Texas & the DFW Metroplex, you have the opportunity to present your brand to local Asian-American communities.

*Featured Asia Times Square Articles (click to view):*

[CBS DFW](#) | [NBC - Texas Today](#) | [DMagazine](#) | [Fort Worth Magazine](#) | [Dallas News](#) | [Good Morning Texas](#) | [WFAA - Channel 8 Daybreak](#)



# ANNUAL SPONSORSHIP OPPORTUNITY

As the premier destination connecting cultures and communities, we're offering you an exclusive chance to position yourself and/or business to reach local members in our community!

The Asia Times Square Development is one of the largest Asian Markets in Texas and is located in Grand Prairie. It borders the city of Arlington and is positioned in between 4 major State Highways: 360, 161, 1-20, and I-30. This super Complex is much more than your average shopping center. It was thoughtfully designed to commemorate and honor the Asian Community by building a safe, family-friendly environment, filled with restaurant and shops. Families of all ages, ethnic groups, and cities come visit us during our cultural events!

"The collective buying power of Asian Americans far outpaced other demographic groups over the past 20 years and was on track to reach \$1.3 trillion in 2022 before the Covid-19 pandemic hit US shores, according to a newly-unveiled Nielsen study. -CNN"

Sponsorship of our events will offer you and your organization unique and advantageous marketing opportunities to promote your brand and business to a quickly growing demographic with high purchasing power.



Featured Asia Times Square Articles (click to view):

[CBS DFW](#) | [NBC - Texas Today](#) | [DMagazine](#) | [Fort Worth Magazine](#) | [Dallas News](#) | [Good Morning Texas](#) | [WFAA - Channel 8 Daybreak](#)

## PAST SPONSORS INCLUDE



**HONG KONG  
MARKET PLACE**  
Don't just shop, Have an experience...



City of Grand Prairie | Grand Prairie Chamber of Commerce | Baylor Scott & White | Greater Arlington Chamber of Commerce | Chase Bank | Metro City Bank | Texas Trust Credit Union | Frost Bank | Gulf Coast | Common Ground | Hennessy | GPISD CTE | Grand Prairie Police Department | Higier, Allen & Lautin | The Nicklas Foundation | PAFCO | Ripley's Believe It Or Not | Clayton Fisher, CFP | and many more.

Media Sponsors:

Nguoi Viet Dallas | Tre Dep Online | 1600AM VVA | VAE Live Media | VIETV Network



# ANNUAL SPONSORSHIP PACKAGES

We're offering you an exclusive package pricings for all 4 of our annual events!

**DUE BY:  
MAY 10,  
2023**

## EVENT SPONSORSHIP: INDIVIDUAL PRICING

	LUNAR NEW YEAR (2024)	*ASIAN HERITAGE FEST	*MID-AUTUMN	*HKMKT NIGHT MKT
<b>TITLE</b>	\$20,000	\$10,000	\$10,000	\$10,000
<b>PLATINUM</b>	\$10,000	\$5,000	\$5,000	\$5,000
<b>GOLD</b>	\$6,000	\$3,000	\$3,000	\$3,000
<b>SILVER</b>	\$2,000	\$1,000	\$1,000	\$1,000

**SPONSOR ANY 2 EVENTS (WITH \*), GET THE 3RD ADDED ON (THIS EXCLUDES LUNAR NEW YEAR)**

## LIMITED TIME PACAKGE PRICING: FOR ALL 4 MAJOR EVENTS AT AISA TIMES SQUARE

### TITLE SPONSOR

~~\$50,000~~ **\$40,000**

#### PACKAGE #1

**SAVE \$10,000**

### PLATINUM SPONSOR

~~\$25,000~~ **\$18,000**

#### PACKAGE #2

**SAVE \$7,000**

### GOLD SPONSOR

~~\$15,000~~ **\$12,000**

#### PACKAGE #3

**SAVE \$3,000**

### SILVER SPONSOR

~~\$5,000~~ **\$4,000**

#### PACKAGE #4

**SAVE \$1,000**

**SPONSOR 3 EVENTS, GET THE 2024 LUNAR NEW YEAR ADDED ON AT A DISCOUNT!**

## SPONSORSHIP PERKS:

Benefits	Title Sponsor	Platinum	Gold	Silver
Logo on event promotional and marketing materials	X	X	X	X
Mentioned on Radio & TV	X	X	X	X
5 sec. ad on digital billboard 2 weeks leading up to event	X	X	X	
2-3 min. speaking opportunity on stage during event	X	X		
Ad Segment on 1600 AM (VVA Radio Station)	X	X		
In-studio Guest (Radio)	X	X		
In-studio Guest (TV)	X			

# Annual Sponsorship Application

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Website \_\_\_\_\_

Facebook/Instagram \_\_\_\_\_

\_\_\_\_\_ Payment Enclosed      \_\_\_\_\_ Will Need an Invoice



## ASIA TIMES SQUARE: SPONSORSHIP PACKAGE DEAL

_____ Package #1 (Title)	<b>\$40,000</b>
_____ Package #2 (Platinum)	<b>\$18,000</b>
_____ Package #3 (Gold)	<b>\$12,000</b>
_____ Package #4 (Silver)	<b>\$4,000</b>

Signature \_\_\_\_\_ Date \_\_\_\_\_

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