



# 2024 LUNAR NEW YEAR "YEAR OF THE DRAGON"

## OUR BIGGEST EVENT OF THE YEAR!



 @asiatimesquare  @asiatimesquaretexas

2615-2625 W Pioneer Pkwy, Grand Prairie, TX 75051





## Weekend 1:

Jan 26 - Jan 28

Vendors & Performers\*  
(Banquet is a Private Event)

## Weekend 2:

Feb 2 - Feb 4

Vendors & Performers\*  
(Food/Art)

## Weekend 3:

Feb 10 - Feb 11

Firecracker Event ONLY\*  
(No Vendors & Performers)

\* indicates free/open to the public

Each year, millions of individuals across the globe commemorate the Lunar New Year, an occasion revered as one of the most prominent and meaningful festivals in Southeast Asia!

Asia Times Square (ATS) is proud to present the **largest** annual Lunar New Year Festival in the North Texas area attracting tens of thousands of patrons, in an eight-day (3 weekend) period!

What started in 2008 at ATS, as a small flower market (Đêm Chợ Hoa) festival, has grown into a grand festival that's been featured by D Magazine, Culture Map Dallas, CBS DFW, and more!





Sponsorship of the Lunar New Year Festival offers you and your organization with unique 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!

## Estimated Attendance

GUESTS SPEND ~3HRS AT OUR EVENTS

LUNAR NEW YEAR ( 8 DAYS)  
~65,000+

## Marketing Campaign Impressions

SOCIAL MEDIA, TV, RADIO, DIGITAL, PRINT (BASED ON 2023 LNY)

2,000,000+

## Estimated Ethnicity of Attendees

RANKED FROM MOST TO LEAST

Asian  
70%

VIETNAMESE - CHINESE - KOREAN - FILIPINO -  
JAPANESE - INDIAN - THAI - LAOS -  
CAMBODIAN - MORE

Non-Asian  
30%

CAUCASIAN -  
BLACK - HISPANIC  
OR LATINO - MORE



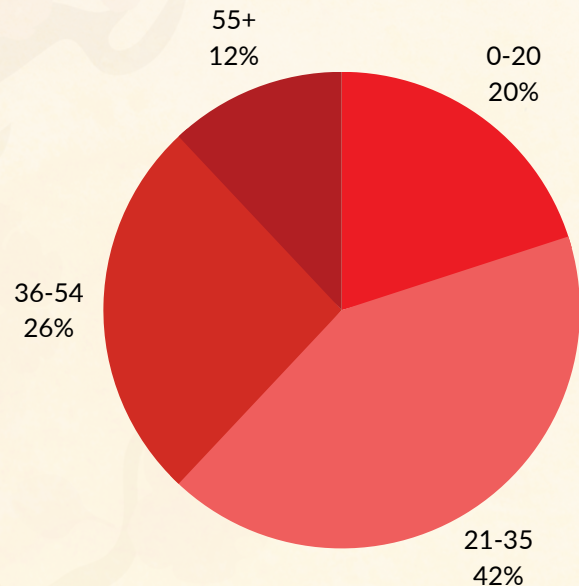
0%

25%

50%

75%

## Estimated Attendance Ages



# Sponsorship Packages

<b>BENEFITS</b>	<b>Year of the Dragon</b> (\$20,000)	<b>Prosperity</b> (\$10,000)	<b>Longevity</b> (\$5,000)	<b>Harmony</b> (\$3,000)	<b>Luck</b> (\$1,000)	<b>Auspicious or In-Kind</b> (\$500)
<b>Name/Logo on event marketing material</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>*Logo Displayed on Outdoor Billboard</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Tickets to VIP Banquet</b>	20 VIP Tickets (2 Tables)	10 VIP Tickets (1 Table)	6 VIP Tickets	4 VIP Tickets	2 VIP Tickets	2 VIP Tickets
<b>Custom Appreciation Award</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>Name Mentioned on Radio / TV</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>		
<b>*30 Second Ad Slot on Indoor Digital Panels</b>	<b>X</b>	<b>X</b>	<b>X</b>			
<b>Speaking Opportunity at Banquet</b>	<b>X</b>	<b>X</b>				
<b>In-Studio Guest Radio</b>	<b>X</b>	<b>X</b>				
<b>In-Studio Guest TV</b>	<b>X</b>					

\*VIEW AD SPECS ON NEXT PAGE



# Sponsorship Application



## 17th Annual Asia Times Square Lunar New Year Sponsorship Levels (Please Checkmark)

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

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

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Website \_\_\_\_\_

Payment Enclosed       Will Need an Invoice

Signature \_\_\_\_\_

Date \_\_\_\_\_

- Year of the Dragon      \$20,000
- Prosperity      \$10,000
- Longevity      \$5,000
- Harmony      \$3,000
- Luck      \$1,000
- Auspicious      \$500

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

**SPECS & DIMENSIONS      LOGOS DUE: JANUARY 10, 2024      EMAIL LOGO TO: WILLIAMN@AQUAMGMTLLC.COM**



**OUTDOOR BILLBOARD**

- A Lunar New Year Graphic will be created by the ATS Team that will include all sponsorship logos
- Will be displayed for entire festival month



**INDOOR DIGITAL PANELS**

- Portrait media works best
- 1080x1920 for best resolution
- No restriction on video file size
- No audio will play on ad reel
- Screens on from 9am-11pm daily