

SPONSORSHIP PACKAGE

ASIAN HERITAGE FEST

An event in honor of the Month of May,
Asian American and Native Hawaiian/Pacific Islander
(AANHPI) Heritage Month



FREE ENTRY!

**3 DAY EVENT:
MAY 17-19, 2024**

Asia Times Square - Outdoor Plaza:
2615-2625 W. Pioneer Pkwy,
Grand Prairie, TX 75051
support@asiatimesquare.com

Hosted By:



DEAR PROSPECTIVE SPONSOR,

We are excited to present to you our Asian Heritage Fest sponsorship package. A celebration of the rich, diverse heritage of Asian Americans and their contributions to our society and history.

This event will feature cultural performances, food, and interactive activities that will showcase the history and contributions of Asian Americans. Through our event, we aim to create a space for cultural exchange and understanding, as well as to celebrate the achievements of Asian Americans.

JOIN THE FUN AS A SPONSOR!

As a free admission event for the community, we are calling on **YOU** to support the **2024 Asian Heritage Fest** as a sponsor where your contributions will be allocated directly towards talent/performers, equipment rentals, and marketing initiatives.

As the success of this event is measured by the generosity and partnerships of all sponsoring businesses and organizations, we are seeking your support to share this message of diversity and inclusion!



For Additional Information: support@asiatimesquare.com

INTRODUCING FOR THE 1ST TIME

Experience a powerful moment of unity at our Asian Heritage Fest in May! In addition to our festivities, we're thrilled to introduce our "Race to Replace Hate."

5K

RACE TO REPLACE HATE

This event is more than just a run— it's a powerful movement of unity, acceptance, and promoting positive change in our AANHPI community. Join us as we take strides toward a brighter, more harmonious future!

MAY

SATURDAY

2

MAY 18,
2024

0

5K RUN =
3.1 MILES

2

RUN OR
WALK!

4

LOCATION: ASIA TIMES SQUARE
(2625 W. PIONEER PKWY,
GRAND PRAIRIE, TX 75051)

***EXACT TIME: TBD**

**DON'T MISS THIS HISTORIC EVENT—
BE PART OF THE MOVEMENT FOR
POSITIVE CHANGE!**

**TOGETHER, LET'S RUN, WALK, AND
STAND IN SOLIDARITY AGAINST HATE.**

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AANHPI HISTORY

Why is May is recognized as Asian American Native Hawaiian and Pacific Islander (AANHPI) Heritage Month?

In honor of the arrival of the first Japanese immigrants to the US on May 10, 1843, and the completion of the transcontinental railroad on May 10, 1869, where a majority of workers were Chinese immigrants.

ABOUT ASIA TIMES SQUARE

To honor and unify the AANHPI Community, we present the **'Asian Heritage Fest'** to the Dallas-Fort Worth metroplex. An event to highlight the culture and traditions of people of Asian descent!

At Asia Times Square, our mission is to ***"Preserving Traditions and Promoting Cultures."***

By sharing our own culture and being the voice for others, we open the door for our neighbors to share theirs. In doing so, we aim to create a more inclusive & cohesive community!

SPONSORSHIP PACKAGES

PERKS	Title Sponsor \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$1,000	Bronze \$500	Media In Kind
<u>Free registrations to the 5K Race</u>	<u>8</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>0</u>
Name/logo on event promotional and marketing materials	X	X	X	X	X	X
Logo on outdoor digital billboard (1 month duration)	X	X	X	X	X	X
Name mentioned on radio	X	X	X	X		
<u>Logo displayed on 5K race t-shirts</u>	X	X	X			
Speaking Opportunity on Stage	X	X				
In-studio Guest: Radio	X	X				
<u>Business Name displayed on Trophy</u>	X					
<u>Award Trophies to Top 3 on Stage</u>	X					



*****Submit Logo By: April 30, 2024*****

To: MICHELLE@SILKROADMEDIAGROUP.COM

3 DAY EVENT: MAY 17-19 (FRI-SUN)

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

For Additional Information:
support@asiatimesquare.com

SPONSOR A PANEL

ADD YOUR LOGO!



To highlight the contributions of Asian Americans in our society, LED digital panels will be displayed with local and/or national leaders along with the impact they've made in America will be on display at Asia Times Square for the entire Month of May!

Sponsor a panel with your company logo to help raise awareness and educate the DFW Community of Asian American!

\$1,000

EVENT ADD-ON:
LIMITED QUANTITY

AVAILABLE ON A FIRST-COME-FIRST-SERVE BASIS

For Additional Information: support@asiatimesquare.com

Sponsorship Application

Business Name _____

Contact Name _____

Title _____

Email _____

Phone _____

Website _____

Facebook/Instagram _____

_____ Payment Enclosed _____ Will Need an Invoice

AANHPI Heritage Month: 2024 Asian Heritage fest Sponsorship Levels (Please Checkmark)

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

_____ *Add-On: LED Panel **\$1,000**

Signature _____ Date _____

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

*****Submit Logo By: April 30, 2024*****

To: MICHELLE@SILKROADMEDIAGROUP.COM



"TO BECOME THE DESTINATION CONNECTING CULTURES AND COMMUNITIES"

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 | BAYLOR SCOTT & WHITE | GREATER ARLINGTON CHAMBER OF COMMERCE | UT ARLINGTON | CHASE BANK | METRO CITY BANK | TEXAS TRUST CREDIT UNION | GRAND PRAIRIE PREMIUM OUTLET | GRAND PRAIRIE POLICE DEPARTMENT | ABSOLUTE MORTGAGE | HENNESSY | GPISD CTE | HIGIER, ALLEN & LAUTIN | MAXFIELD SEAFOOD | PAFCO | CLASSIC CHEVROLET | UNITED REALTY & ASSOCIATES | RIPLEY'S | FORTUNA SEAFOOD | AND MANY MORE.

MEDIA SPONSORS:

NGUOI VIET DALLAS | 1600AM VVA | VAE LIVE MEDIA | VIETV NETWORK



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