

# 2025 LUNAR NEW YEAR

“YEAR OF THE WOOD SNAKE”



**THE BIGGEST EVENT OF THE YEAR!**

 @asiatimesquare  @asiatimesquaretexas  
2615-2625 W Pioneer Pkwy, Grand Prairie, TX 75051



## Weekend 1:

Jan 17 - Jan 19

Vendors & Performers  
(VIP Banquet)

## Weekend 2:

Jan 24 - Jan 26

Vendors & Performers  
(Food/Art)

## Weekend 3:

Feb 1 - Feb 2

Firecracker Event ONLY  
(No Vendors & Performers)

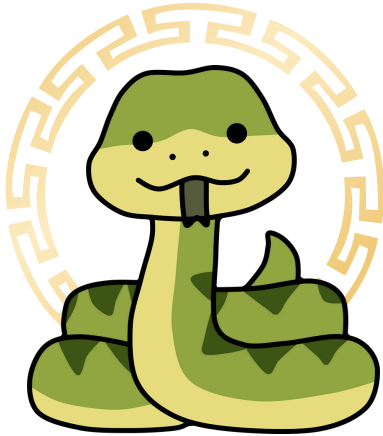
Each year, millions of individuals across the globe commemorate the Lunar New Year, an occasion revered as one of the most prominent and meaningful festivals in Southeast Asia!

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!



**ASIA TIMES  
SQUARE.**



**"YEAR OF THE GREEN WOOD SNAKE"**  
1953, 1965, 1977, 1989, 2001, 2013, 2025

Those born in the year of the snake are said to exhibit qualities of wisdom and mystery!

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

2,000,000+

## Estimated Ethnicity of Attendees

RANKED FROM MOST TO LEAST

Asian  
70%

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

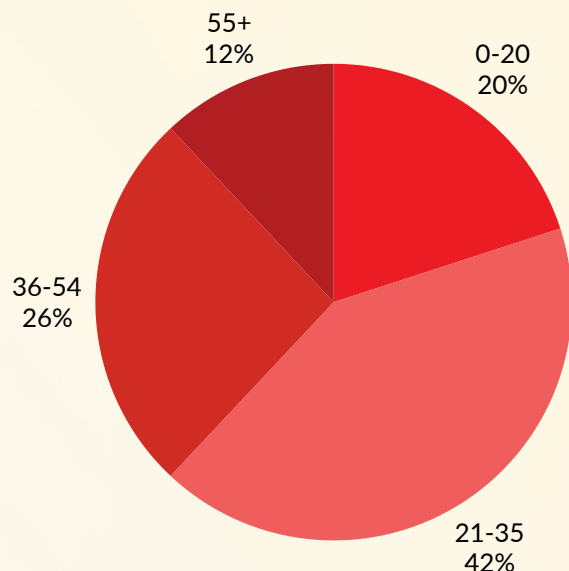
Non-Asian  
30%

CAUCASIAN -  
BLACK - HISPANIC  
OR LATINO - MORE



0% 10% 20% 30% 40% 50% 60% 70%

## Estimated Attendance Ages



# Sponsorship Packages

**DEADLINE: DECEMBER 18, 2024**

<b>BENEFITS</b>	<b>Year of the Snake (\$20,000)</b>	<b>Prosperity (\$10,000)</b>	<b>Longevity (\$5,000)</b>	<b>Harmony (\$3,000)</b>	<b>Luck (\$1,000)</b>	<b>Auspicious or In-Kind (\$500)</b>
<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	
<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</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>		
<b>15 Sec Ad Slot on Indoor Panels (2 wks)</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>				

\*VIEW AD SPECS ON NEXT PAGE

# Sponsorship Application



## 18th 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 \_\_\_\_\_

- |                          |                   |          |
|--------------------------|-------------------|----------|
| <input type="checkbox"/> | Year of the Snake | \$20,000 |
| <input type="checkbox"/> | Prosperity        | \$10,000 |
| <input type="checkbox"/> | Longevity         | \$5,000  |
| <input type="checkbox"/> | Harmony           | \$3,000  |
| <input type="checkbox"/> | Luck              | \$1,000  |
| <input type="checkbox"/> | 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**

**DEADLINE: DECEMBER 18, 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