

2025 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 9-11, 2025**

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

support@asiatimesquare.com

Hosted By:



ASIA TIMES SQUARE - MAY EVENTS

MAY 2

TX RANGERS: 'ASIAN HERITAGE NIGHT' @ GLOBE LIFE FIELD

*INCLUDES AN EXCLUSIVE YEAR OF THE SNAKE ASIA TIMES SQUARE/RANGERS JERSEY (MUST PURCHASE FROM THE 'COMMUNITY NIGHT' LINK)

FREE ENTRY!

MAY 9-11

'ASIAN HERITAGE FEST' @ ASIA TIMES SQUARE

A 3-DAY FAMILY-FRIENDLY EVENT. LOOK FORWARD TO PERFORMANCES, VENDORS, AND INTERACTIVE ACTIVITIES

MAY 10

'RACE TO REPLACE HATE' @ ASIA TIMES SQUARE

*REGISTRATION FEE REQUIRED. A RUN/WALK EVENT SUPPORTING A NON-PROFIT CHARITY! RUN FOR LOVE, COMMUNITY, AND COMPASSION!



DID YOU KNOW?

The Month of 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!

For Additional Information: support@asiatimesquare.com

JOIN THE FUN AS A SPONSOR!

As a free admission event for the community, we are calling on **YOU** to support the **2025 Asian Heritage Fest** as a sponsor where your contributions will be allocated directly towards talent/performers, equipment rentals, and marketing initiatives.

Be part of a meaningful celebration of the rich, diverse heritage of Asian American and their contributions to our society and history.

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

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>
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 (1600AM)	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 2, 2025*****

To: MICHELLE@SILKROADMEDIAGROUP.COM

3 DAY EVENT: MAY 9-11 (FRI-SUN)

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

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: 2025 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

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 2, 2025*****

To: MICHELLE@SILKROADMEDIAGROUP.COM