

DEADLINE:
APR 8, 2026

2026 SPONSORSHIP PACKAGE

ASIAN HERITAGE *Fest*



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

3 DAY EVENT:
MAY 8-10, 2026

FREE ENTRY!

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 8

'ASIAN HERITAGE FEST'
@ ASIA TIMES SQUARE

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

MAY 9

'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!

MAY 29

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

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



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, we are calling on **YOU** to support the **2026 Asian Heritage Fest** as a sponsor where your contributions will be allocated towards amplifying our message to replace ignorance with acceptance through hiring talent/performers, equipment rentals, and supporting our marketing initiatives.

The success of this festival is made possible through the generosity and partnership of businesses and organizations like yours. We hope you will stand with us in sharing a powerful message of diversity, inclusion, and unity.



2025 ASIAN HERITAGE ANALYTICS

SOCIAL MEDIA IMPRESSIONS 1.03M

EST. ATTENDANCE 44.5K VISITORS



For Additional Information: support@asiatimesquare.com

SPONSORSHIP PACKAGES



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SUBMIT ONLINE: WKF.MS/4DR1VES

PERKS	Presenting \$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 on 5K race tee</u> (Black & White)	X	X	X			
Speaking Opportunity on Stage	X	X				
In-studio Guest: Radio	X	X				
Sponsor Ad on Big Screen (2 week duration)	X					
Category Exclusivity	X					



*****Submit Logo By: Apr 15, 2026*****

To: MICHELLE@SILKROADMEDIAGROUP.COM

Sponsorship Application



DEADLINE: APR 8, 2026

SUBMIT ONLINE: WKF.MS/4DR1VES

Business Name _____

Contact Name _____

Title _____

Email _____

Phone _____

Website _____

Facebook/Instagram _____

_____ Payment Enclosed _____ Will Need an Invoice

AANHPI Heritage Month: 2026 Asian Heritage Fest Sponsorship Levels (Please Checkmark)

_____ Presenting 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