

NATIONAL ASIAN HERITAGE FESTIVAL



SPONSORSHIP OPPORTUNITIES

May 2012
Washington D.C.





ABOUT NATIONAL ASIAN HERITAGE FESTIVAL

The National Asian Heritage Festival is hosted annually by Asia Heritage Foundation. This month-long celebration aims to commemorate the rich and diverse heritage of America's Asian community. To celebrate the diversity of Asian heritage, an exciting array of programs & activities is scheduled throughout the month of May including street fairs, movie fest, performing arts showcase, art exhibits, fashion program, tasting extravaganza, musical concerts and many more with our programming partners throughout the month of May.

Our Signature Celebration – the **Fiesta Asia Street Fair** is scheduled for May 19th, from 10:00 AM to 7:00 PM at Pennsylvania Avenue NW, between 3rd & 6th Streets and it is also the **Key Partner Event of 2012 Passport DC**.

Fiesta Asia Street Fair happenings include outdoor craft exhibits, live performances, food and open market vendors, interactive displays, martial arts demonstration, talent show, cooking demo, and many more. Over 800 performers + artisans + participants take part in the festivities throughout the day.

We draw over 20,000 DC Metro area residents & visitors to this full-day of festivities commemorating Asian Heritage Month and an additional 8,000 residents to attend the various cultural activities scheduled throughout the month in conjunction with the festival's observance. Last year, our attendance for the two street fairs was approximately 25,000 attendees and for all our programs the total was approximately 28,000 attendees.

Sponsorship & Partnership can provide a great opportunity for your organization to reach the DC metro area Mainstream, Asian, arts, and cultural communities with your brand and targeted message. Given the strategic locations of our key events including our Signature Street Fair in front of the Capitol Hill and our extensive partnership and outreach to the various targeted population, your support will surely further extend your organization's exposure within these communities as well as in the Nation's Capital.

We are open to meeting with you and your organization to design a plan that works for you. We welcome alliances with new partners. Your support of our efforts helps us continue this celebrated tradition year after year.

FEATURED HOUSE EVENTS

Fiesta Asia @ Silver Spring
Fiesta Asia Planet Family
Fiesta Asia Film Fest
Fiesta Asia Street Fair & more to come!

CONTACT

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WHY SUPPORT US?

Broad Reach

Fiesta Asia is a Pan-Asian event that spans many communities in the DC Metro Area. The inclusive nature of the event will ensure that your brand and message have an expanded reach into the Asian community and the mainstream market. It guarantees that your message is not limited to one community as can be the case with a single-race event.

High Visibility

Our extensive marketing and promotional strategies coupled with strong relations with key partners – organizations, businesses, media, embassies and communities ensure your brand and message enjoy the highest visibility for months before and after the event. Our website is visited by more than 50,000 people during festival season.

Growth Opportunity

From a street fair to a month long program calendar with more than 25,000 attendees and 2000 participants from local and international communities, Fiesta Asia has grown in leaps and bounds over the course of 7 years. Our trend is a positive progressive growth in outreach and influence. Your impact will grow with our organization and the market it serves.

Community Building

We provide a platform for linkages, dialogues and communications between different communities to improve cooperation and understanding. Help us share the role in promoting unity and solidarity among communities and become recognized as an active, highly visible part of the Asian community.

A Sneak Peek at Numbers

Local

- Over **1 Million** tourists visits DC annually in May
- DC Metro area has the **7th** largest Asian population in the nation numbering over **½ a million** people
- We outreach to over **100** Major Print, Broadcast & Online Media - including Mainstream Media & Asian Ethnic Media in DC Metro area, nationally and internationally.
- Our coverage reach more than **200,000** individuals, **30,000** festival attendees; **400** metro area organizations; **45** embassies & many more

National

- Asian American population numbered **17.3 million**, or **5.6%** of the total U.S. population.
- With **46%** population growth between 2000 and 2010, Asian Americans are among one of the fastest growing population groups in the nation
- Asians have one of the strongest rates of business ownership, managing more than **\$1 million** businesses nationwide that generate **\$326 billion** in annual sales
- Asian have the highest median household income of all groups in the U.S. - almost **\$13,000** higher than that of European American households
- Asians have the highest level of educational attainment of all groups in the U.S., with **50%** holding at least a Bachelor's degree
- Asians have the highest internet use of all groups in U.S., with **80%** of household user rate.

(Source: Census 2010)

Global

- Over **50** nations make up the continent of Asia & Pacific Oceania & over **3.5 billion** of the world's population claims Asian ancestry

SPONSORSHIP BENEFITS

Dragon Package (Presenting Sponsor - \$20,000 +)

- Logo & Name featured as Presenting Sponsor of the Festival in all media and promotional items
- Special promotional banner at both DC & Silver Spring Street Fairs
- Complimentary full page color advertisement in program booklet
- Complimentary 10x10 booth at both DC & Silver Spring Street Fairs
- 4 complimentary tickets to 4 subsidiary events within the festival month
- Designated as the Festival's only Presenting Sponsor
- Incredible promotional access to Asian American & DC Metro area community (30,000 audience)
- Speaking opportunity at the Opening Ceremony & at both DC & Silver Spring Street Fairs
- Logo & Name featured as Star Sponsor of a partner event- Kollaboration DC – APA Talent Competition
- Logo recognition year round in print and on website
- Logo placement in print advertising and marketing campaigns
- Logo placement and link to your website on the event website
- Name and link in all email campaigns

Phoenix Package (\$10,000+)

- Logo & Name featured as Premier Sponsor of the Festival in all media and promotional items
- Special promotional banner at both DC & Silver Spring Street Fairs
- Complimentary full page color advertisement in program booklet
- Complimentary 10x10 booth at both DC & Silver Spring Street Fairs
- 2 complimentary tickets to 4 subsidiary events within the festival month
- Designated as the Festival's Premier Sponsor for the specific category
- Incredible promotional access to Asian American & DC Metro area community (30,000 audiences)
- Logo & Name featured as Star Sponsor of a partner event- Kollaboration DC – APA Talent Competition
- Logo placement in print advertising and marketing campaigns
- Logo placement and link to your website on the event website
- Name and link in all email campaigns

Tiger Package (\$6,500+)

- Logo & Name featured as Special Sponsor of the Festival in all media & promotional items
- Complimentary full page black/white advertisement in program booklet
- Complimentary 10x10 booth at DC Street Fair
- Special discounted rate for booth space at Silver Spring Street Fair
- 2 complimentary tickets to 2 subsidiary events within the festival month
- Designated as the Festival's Preferred Sponsor for the specific category
- Incredible promotional access to Asian American & DC Metro Area community (30,000 audiences)
- Logo placement in print advertising and marketing campaigns
- Logo placement and link to your website on the event website

Elephant Package (\$3,000+)

- Logo & name featured in program booklet and major advertisements
- 2 complimentary tickets to 1 subsidiary event within the festival month
- Complimentary full page black/white advertisement in program booklet
- Special discounted rate for booth space at street fairs
- Priority invitation to all subsidiary events within the festival month
- Incredible promotional access to Asian American & DC Metro Area community (30,000 audiences)
- Logo placement and link to your website on the event website

SPONSORSHIP BENEFITS

Panda Package (\$1,000+)

- Logo & name featured in program booklet and major advertisements
- Complimentary half page black/white advertisement in program booklet
- Special discounted rate for booth space at street fairs
- Priority invitation to all subsidiary events within the festival month
- Incredible promotional access to Asian American & DC Metro area community (30,000 audiences)
- Logo placement and link to your website on the event website

Adopt-A-Culture Sponsor (\$1,000)

Logo & name featured in program booklet and major advertisements
Complimentary 1/4 page black/white advertisement in program booklet
Banner & logo placement on adopted cultural program
Logo placement and link to your website on the event website
Incredible promotional access to Asian American & DC Metro area community

Adopt -A- Tent Sponsor (\$500)

Logo & name featured in program booklet and major advertisements
Banner & logo placement on adopted tent
Logo placement and link to your website on the event website
Incredible promotional access to Asian American & DC Metro area community

Community Sponsor (\$300)

Logo & name listed in program booklet
Logo placement and link to your website on the event website
Incredible promotional access to Asian American & DC Metro area community

Supporting Sponsor (\$100)

Name listed in program booklet
Website Listing
Incredible promotional access to Asian American & DC Metro area community

Specialty Program Feature Sponsor (\$5000)

Would you like to be the premier sponsor for a specialty program? You will be the featured sponsor for that particular event/area! We have heritage, health, culture, food, performing arts and many more segments for you to choose from. Please contact us for more details!

Media Sponsorship

We will work with you to match your contributions to the levels above and develop a mutually beneficial package that will maximize both parties' exposure and coverage.

In-Kind Sponsorship

We are open to working with different kinds of in-kind donation which may include products/service/venue/advertisement donations. Please contact us for further details.



2012 Fiesta Asia Awaits You!

