2020 LUNAR NEW YEAR FESTIVAL

On Saturday, January 25, 2020, the Chinese Community Center (CCC) will present its annual Lunar New Year Festival, a full-day event featuring a wide variety of cultural and family activities to welcome in the Year of the Rat. An annual tradition in Houston’s Asiatown since 2003, the festival celebrates both the Lunar New Year and the beauty of Houston’s vast cultural diversity.

MAIN STAGE
The main attraction of the Lunar New Year Festival, the Main Stage features a full day of performances from across the cultural spectrum, ranging from traditional Chinese, Mongolian, Indian, Polynesian, and Mexican music and dance to martial arts demonstrations from China and Japan. No celebration would be complete without a series of Lion and Dragon dances to welcome in the Lunar New Year, and these dances are featured throughout the day on the Main Stage.

The Festival’s Opening Ceremony will be held on the Main Stage, where dignitaries, board members, community leaders, and sponsors will kick off the day's celebration.

OUTDOOR MARKETPLACE
The outdoor marketplace will feature more than 50 vendors and will showcase the area’s best restaurants, food trucks, local businesses, corporate sponsors, and community partners. This unique gathering is a must-see for all visitors. Everyone at the festival can enjoy a diverse array of fantastic Asian cuisine, fun games, and vendor giveaways.

CULTURAL IMMERSION CENTER
Housed in CCC’s beautiful new T.T. and W.F. Chao Senior Center, the Cultural Immersion Center will offer an intimate and exclusive experience for visitors, including serene Chinese tea ceremonies, exquisite musical performances, and other cultural activities, to showcase the traditional significance of the community’s Asian heritage.

KIDS’ ARTS CORNER
The Kids’ Arts Corner, located in CCC’s new USA Sports Center, provides opportunities for the whole family to engage in hands-on cultural activities and crafts—such as calligraphy and origami—and learn about the significance of the animals in the Chinese Zodiac.
NAMING OPPORTUNITIES

EXCLUSIVE SPONSOR OF MAIN STAGE | $20,000
• Recognition as exclusive sponsor of the Main Stage, highlighting more than 20 unique performances from across the cultural spectrum, the opening ceremony, and all raffle drawings. Example: “[Sponsor Name] Stage”.
• Opportunity to make welcoming remarks during the Festival’s Opening Ceremony.
• Social media announcement and feature story in CCC’s e-newsletter.
• Opportunity to announce the first-prize winner of the Lunar New Year Raffle.
• See below for additional benefits.

EXCLUSIVE SPONSOR OF THE OUTDOOR MARKETPLACE | $10,000
• Recognized as exclusive sponsor of the Outdoor Marketplace, featuring more than 50 vendors and community organizations. Example: “[Sponsor Name] Marketplace”.
• Social media announcement and feature story in CCC’s e-newsletter.
• Opportunity to announce the second-prize winner of the Lunar New Year Raffle.
• See below for additional benefits.

EXCLUSIVE SPONSOR OF CULTURAL IMMERSION CENTER | $10,000
• Recognized as exclusive sponsor of the Cultural Immersion Center, a space dedicated to exclusive cultural and musical experience for visitors. Example: “[Sponsor Name] Cultural Immersion Center”.
• Social media announcement and feature story in CCC’s e-newsletter.
• Opportunity to announce the third-prize winner of the Lunar New Year Raffle.
• See below for additional benefits.

EXCLUSIVE SPONSOR OF KIDS’ ARTS CORNER | $10,000
• Recognized as exclusive sponsor of the Kids’ Arts Corner, a space dedicated to arts and crafts for families. Example: “[Sponsor Name] Arts Corner”.
• Social media announcement and feature story in CCC’s e-newsletter.
• Opportunity to announce the fourth-prize winner of the Lunar New Year Raffle.
• See below for additional benefits.

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Provided Benefits</th>
<th>Bronze  $750—$999</th>
<th>Silver $1,000—$2,499</th>
<th>Gold $2,500—$4,999</th>
<th>Platinum $5,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onstage recognition during Opening Ceremony</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Invitation to CCC’s annual Fall Gala</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Recognition in CCC’s Annual Report, quarterly e-newsletters, and mass emails</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company banner prominently displayed along wall of Main Stage</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Invitation to festival’s VIP Reception</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary booth at 2020 Summer Community Fair</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo recognition on festival marketing materials (website, programs, posters, and postcards)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary booth in Outdoor Marketplace</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
2020 LUNAR NEW YEAR FESTIVAL
SPONSORSHIP FORM

SPONSORSHIP LEVEL

☐ MAIN STAGE SPONSOR | $20,000
☐ OUTDOOR MARKETPLACE SPONSOR | $10,000
☐ CULTURAL IMMERSION CENTER SPONSOR | $10,000
☐ KIDS’ ARTS CORNER SPONSOR | $10,000

☐ GOLD | $2,500—$4,999
☐ SILVER | $1,000—$2,499
☐ BRONZE | $750—$999
☐ Other: $ ________________

SPONSOR INFORMATION

Name: _______________________________________________________________________

Company: _____________________________________________________________________

Address: ______________________________________________________________________

City: ____________________________ State: _________ ZIP: ________________________

Email: ___________________________ Phone: _________________________________

PAYMENT INFORMATION

☐ I would like to receive an invoice from the Chinese Community Center. Please send an invoice so I can fulfill my pledge on this date: __________________________

☐ Check (made payable to Chinese Community Center)

☐ Credit Card:  ☐ VISA  ☐ American Express  ☐ MasterCard  ☐ Discover

Card Number: ____________________________ Exp. Date: ____________ CVV: ______

Name on the card: ____________________________ Billing ZIP Code: ______________

Signature: __________________________________________________________________

Please return this form to John Stuart, Senior Grant Manager, at:
Mail: Chinese Community Center, Attn: John Stuart, 9800 Town Park Dr., Houston, TX 77036
Email: john@ccchouston.org | Fax: (713) 271-3713 | If you have any questions, call (713) 271-6100 Ext.102.

For more information, contact John Stuart, Senior Grant Manager, at john@ccchouston.org or (713) 271-6100 Ext. 102.