



## 2024 LUNAR NEW YEAR FESTIVAL

On Saturday, February 10, 2024, 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 Dragon**. 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. This year, the Festival will also kick off a series of exciting Asian Heritage seasonal programs that will highlight the culinary delights, artistic wonders, and ancient traditions of Asian cultures.

### DRAGON AND TIGER STAGE 龍虎台

The main attraction of the Lunar New Year Festival, the Dragon and Tiger Stage features a full day of performances from across the cultural spectrum, ranging from traditional Lion and Dragon Dance, Korean Drums, Martial Arts, etc. 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 Outdoor Dragon and Tiger Stage.



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

### LUCKY FIND BAZAAR 新春大集市

The outdoor lucky find bazaar 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.



### GOOD WISHES ARTS CENTER 吉祥民俗文化館

Housed in CCC's USA Sports Center, the Good Wishes Arts Center will offer unique and exclusive experience 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.

### ASIAN HERITAGE PROGRAMS 亞洲文化季

In addition to the Lunar New Year Festival, CCC offers special events to showcase the vibrancy of Asian culture within southwest Houston, including culinary workshops and themed walking tours to exquisite shopping and dining hotspots.



# NAMING OPPORTUNITIES

## TITLE SPONSOR | \$10,000 (SOLD)

- Recognition as exclusive title sponsor of the Lunar New Year Festival
- Social media announcement and feature story in CCC’s e-newsletter.
- Additional “Platinum” benefits listed below.

## EXCLUSIVE NAMING SPONSOR OF ONE ASIAN HERITAGE PROGRAM EVENT | \$10,000

- Recognized as exclusive sponsor of one Asian Heritage program event, such as Dumpling Making Workshop sponsored by [Sponsor Name]”.
- Social media announcement and feature story in CCC’s e-newsletter.
- Additional “Platinum” benefits listed below.



# SPONSORSHIP OPPORTUNITIES

Provided Benefits	Bronze \$750	Silver \$1,000	Gold \$2,500	Platinum \$5,000
Onstage recognition during Opening Ceremony				•
Recognition in CCC’s Annual Report, quarterly e-newsletters, and mass emails			•	•
Company banner prominently displayed along wall of Dragon and Tiger Stage			•	•
Invitation to festival’s VIP Reception		•	•	•
Logo recognition on festival marketing materials (website, programs, posters, and postcards)	•	•	•	•
Complimentary booth in Lucky Find Bazaar	•	•	•	•



## 2024 LUNAR NEW YEAR FESTIVAL SPONSORSHIP FORM

### SPONSORSHIP LEVEL

- TITLE SPONSOR | \$10,000 (SOLD)
- EXCLUSIVE NAMING SPONSOR OF ONE ASIAN HERITAGE PROGRAM EVENT | \$10,000

- PLATINUM | \$5,000
- GOLD | \$2,500
- SILVER | \$1,000
- BRONZE | \$750
- 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)  Zelle: Accounting@ccchouston.org
- 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.**