



TET FESTIVAL 2018

THE VIETNAMESE-AMERICAN ASSOCIATION OF RALEIGH, NC
VIETRALEIGH.ORG

2018 TET FESTIVAL SPONSORSHIP PROPOSAL

The Vietnamese-American Association of Raleigh (VAAR)

PO Box 41163, Raleigh, NC 27629

Website: <http://VietRaleigh.org>



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EXECUTIVE SUMMARY

The Vietnamese-American Association of Raleigh is a non-profit organization representing the Vietnamese-American community in Raleigh, NC and its vicinities. Established in 1977, the organization has seen the area's Vietnamese-American population grow to almost 10,000 according to Census's 2013 estimate. Each year, your support has helped us to hold events and we thank you for the continued support.

Our annual Têt (New Year) Festival in 2016 and 2017 drew over 2500 attendees for the daytime festival and evening dance concert combined. In addition, we have hundreds attending our other activities. We are asking for support by being a sponsor or donating to our organization.

Your sponsorship and/or donation will help us:

- Facilitate a larger venue for the event(s) to better accommodate the anticipated growth of the Vietnamese-American population in the area
- Enrich the programming of Têt Festival and the cultural environment for future generations
- Support traditional and fun activities serving the community throughout the year. These include, but not limited to, Trung Thu (Mid-Autumn) Festival, Heritage Day, “April 30 - Day of Remembrance”, Community Picnic, student scholarship(s), and other students, senior and children-related events.

The sponsorship and donations fund events for the greater good of the Vietnamese-American organization, community events and preserving the Vietnamese tradition in our area and vicinities. The benefits of your sponsorships and/or donations to the Vietnamese-American Association of Raleigh include

- Promote your business or brand at our events
- Connect to the community via our extensive email list
- Display your logo on our website (VietRaleigh.org)
- Increase visibility via Facebook community at [VietRaleigh](#) link
- Provide a continuity of tradition for our future generation



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SPONSORSHIP OPPORTUNITIES

	Bronze	Silver	Gold	Platinum	Corporate Partner
	(30)	(15)	(10)	(7)	(5)
Level	\$400	\$600	\$1200	\$1800	\$3000 and above
2 admission passes to the Tét Festival and invitations to all of VAAR events throughout the year.	X	X	X	X	X
Recognition of sponsors on VietRaleigh.org website	X	X	X	X	X
Display of business name on Tet Festival 2018 program guide and calendar poster	X	X	X	X	
Advertising banner showing business name/logo on VietRaleigh.org website		Quarter 180x40 pixels	Half 180x80 Pixels	Full 180x160 pixels	LEADER BOARD 900x250 pixels
Rolling banner on stage side screen(s) showing business name/logo		QUARTER	HALF	FULL	FULL
Sponsors display on event printed posters			X	X	X
FRONT-PAGE display of business name/logo in Tet Festival 2017 printed program guide					X
Exhibit Booth Space at the festival					Yes (if requested)



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SPONSORSHIP FORM

Contact Name: _____

Company Name: _____

Address: _____

Phone Number: _____

Email: _____

Website: _____

Investment Level: _____ **Corporate Partner (\$3000)**
 _____ **Platinum (\$1800)**
 _____ **Gold (\$1200)**
 _____ **Silver (\$600)**
 _____ **Bronze (\$400)**
 _____ **Other amount**

Exhibit Booth Space Needed: _____
(for Corporate Partner only)

Please supply your printable advertising materials such as logo and remit a check payable to:

THE VIETNAMESE AMERICAN ASSOCIATION OF RALEIGH, NC
PO Box 41163, Raleigh, NC 27629-0266

For questions, please contact us at (919) 578-3322 or sponsors@VietRaleigh.org.