



TET FESTIVAL 2020
THE VIETNAMESE-AMERICAN ASSOCIATION OF RALEIGH, NC
VIETRALEIGH.ORG

2020 TET FESTIVAL SPONSORSHIP PROPOSAL

The Vietnamese-American Association of Raleigh (VAAR)

PO Box 41163, Raleigh, NC 27629

Website: <http://VietRaleigh.org>



TET FESTIVAL 2020

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

We appreciate your generous support and look forward to welcoming you at our Têt Vietnamese New Year Festival on January 26, 2020 at Dorton Arena, NC State Fairgrounds. Please visit our website for all of our events (www.vietraleigh.org) and kindly return the application via email or postal mail by January 3, 2020.



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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 Têt 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 2020 program guide	X	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
VietRaleigh Têt magazine (Distribution to attendees at Têt and nearby cities such as Chapel Hill, Durham, New Bern, Greensboro, Wilmington, Fayetteville, etc.)	Quarter Inside White	Quarter Inside Glossy	Half Inside Glossy	Full page Inside White	Full page Inside Glossy
Rolling banner on stage side screen(s) showing business name/logo	X	X	X	X	X
Sponsor display on event printed posters					X
FRONT-PAGE display of business name/logo in Tet Festival 2020 printed program guide					X
Exhibit Booth Space at the festival					Yes (if requested)

VietRaleigh Têt magazine advertising only:

Size	Description	Cost
Quarter (¼) page	Inside, white	\$200
Quarter (¼) page	Inside, glossy	\$250
Quarter (¼) page	Inside back cover, glossy	\$300
Half (½) page	Inside, white	\$300
Half (½) page	Inside, glossy	\$350
Half (½) page	Inside back cover, glossy	\$400
Full page	Inside, white	\$400
Full page	Inside, glossy	\$450
Full page	Outside back cover (1 sponsor only)	\$600



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SPONSORSHIP and ADVERTISING FORM

Contact Name: _____

Company Name: _____

Address: _____

Phone Number: _____

Email: _____

Website: _____

Sponsorship Level: _____ Corporate Partner (\$3000)
(Includes Newsletter _____ Platinum (\$1800)
Advertising) _____ Gold (\$1200)
_____ Silver (\$600)
_____ Bronze (\$400)
_____ Other amount

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

VietRaleigh Tét Magazine Only:

Quarter (1/4) Page

_____ Inside, white (\$200) _____ Inside, glossy (\$250) _____ Inside back cover, glossy (\$300)

Half (1/2) Page

_____ Inside, white (\$300) _____ Inside, glossy (\$350) _____ Inside back cover, glossy (\$400)

Full Page

_____ Inside, white (\$400) _____ Inside, glossy (\$450) _____ Outside back cover, glossy (\$600)

Please send your printable advertising materials such as logo to contact@vietraleigh.org

Send 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 contact@VietRaleigh.org.