



**National Asian American Coalition
Presents the 8th Annual Asian Cultural Festival
May 6th, 2017**

We are proud to announce the upcoming Asian Cultural Festival, celebrating the diversity of cultures, ethnicities, and people from Asia and the Pacific Islands from all of Southern California! This exciting heritage and cultural festival will be held on **Saturday, May 6th, 2017** in San Diego, from 10:00 am to 6:00 pm in the community of Mira Mesa. The National Asian American Coalition (NAAC) will once again present the Asian Cultural Festival on behalf of our nation's 20 million Asian Americans, including more than six million in California.

The Asian Cultural Festival will:

- 1) Celebrate the diversity of 20 million Asian Americans during Asian Heritage Month;
- 2) Create awareness for the programs of National Asian American Coalition to help underserved Asian American communities in areas such as: small business, economic development, homeownership, financial education, and energy and water conservation;
- 3) Build intergenerational and intercultural bridges across all barriers;
- 4) Educate and share with non-Asians the arts and traditions of our ethnic populations to support and preserve cultural harmony; and
- 5) We will promote outreach and sign-ups, for health care coverage, particularly among underserved communities and young adults.

This celebration and festival will be held during Asian Heritage Month among San Diego's 400,000 Asian Americans. It will also draw, as it did last year, from the four million Asian Americans residing in Southern California, including from the adjacent counties of Los Angeles, Riverside, and Orange Counties.

The National Asian American Coalition is a 501(c)(3) nonprofit organization that has taken the national lead on the foreclosure crisis, technical assistance and capacity building for America's Asian American owned businesses, and has been the leading advocate of empowerment: politically, economically, and socially for all Asian Americans.

Participating in the Asian Cultural Festival as a major sponsor partner is an opportunity for invaluable marketing exposure to the Asian Pacific-Islander community throughout Southern California. For as little as \$25,000, you can be a Title Sponsor with more than twenty benefits set forth in the attached page, *Marketing & Sponsorship Benefits*.

Enclosed you will find a complete *Marketing Partnership Proposal*, including: *Sponsorship Benefits*, *Sponsor Information*, *Advertisement Design Specifications*, an *Advertiser Agreement*, and *Booth Rental Agreement*. The print deadline for submitting an advertisement and booth space agreements is **April 12, 2017**.

If you have any questions or comments, please contact Dennis-Michael Broussard at (504) 390-3271 or via email at dennismichael@silkroadproductions.us.

We look forward to working with you and await your response at your earliest convenience.

Sincerely,

A handwritten signature in black ink that reads "Faith Bautista".

Faith Bautista
President and CEO
National Asian American Coalition



MARKETING & SPONSORSHIP BENEFITS

TITLE/PRESENTING SPONSOR - \$10,500 +

- Recognition as TITLE Sponsor on all marketing
- Recognition on all social media as TITLE
- 10 x 20 vendor booth in prominent location
- Display of corporate banner above main stage
- Display of (5) banners throughout event
- Stage time (3-5 min) during opening ceremony
- Time on main stage to speak in the afternoon
- Time on second stage to speak in the afternoon
- Recognition in press releases
- (10) Facebook promotional tie ins
- Pre-event media coverage
- Post-event media coverage
- (10) Twitter promotional tie ins
- Full-page, full-color ad in event program
- Back cover full-color ad in event program
- Recognition as major sponsor on website
- Logo on all media sponsor print ads
- Logo and link to the company on the website
- Company profile & bio included in program
- Display of company logo on the festival signage
- Inclusion of company logo on posters
- Inclusion of company logo on fliers

PLATINUM SPONSOR - \$5,500

- Recognition as PLATINUM Sponsor
- Recognition on all social media as PLATINUM
- 10 x 10 vendor booth in prominent location
- Display of corporate banner at main stage
- Display of (3) banners throughout event
- Stage time to speak in the afternoon
- Recognition in press releases
- (8) Facebook promotional tie ins
- Pre-event media coverage
- (8) Twitter promotional tie ins
- Inside cover (front or back), full-color ad
- Logo and link to the company on the website
- Company profile & bio included in the program
- Display of company logo on the festival signage
- Opportunity for promo item distribution
- Inclusion of company logo on posters
- Inclusion of company logo on fliers
- Media Coverage

GOLD SPONSOR - \$3,500

- Recognition as GOLD Sponsor
- Recognition on social media as GOLD
- 10 x 10 vendor booth in prominent location
- Display of corporate banner on stage
- (6) Facebook promotional tie ins
- Stage time to speak in the afternoon
- (6) Twitter promotional tie ins
- Logo and link to the company on website
- Company profile & bio included in the program
- Full-page, full-color ad in the event program
- Logo on the website
- Inclusion of company logo on posters
- Inclusion of company logo on fliers
- Media coverage

SILVER SPONSOR - \$2,000

- Recognition as SILVER Sponsor
- 10 x 10 vendor booth
- Display corporate banner in prominent location
- Logo and link to the company on the website
- (4) Facebook promotional tie ins
- (4) Twitter promotional tie ins
- Half-page, B&W ad in the event program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers
- Media coverage



SPONSOR INFORMATION PAGE

Please fill out and return the following: *Sponsor Information, Advertisement Design Specification, and Booth Rental Agreement.* Our print deadline is **April 12, 2016**. Please make copies for your records.

Contact Information

Sponsoring Business: _____

Contact Name: _____

Business Address: _____

Business Number: _____ Cell Phone: _____ Fax: _____

Email Address: _____

Sponsorship Marketing Levels (please check one) –Checks are made payable to the National Asian American Coalition

<input type="checkbox"/> Title \$10,500+	<input type="checkbox"/> Platinum \$5,500	<input type="checkbox"/> Gold \$3,500	<input type="checkbox"/> Silver \$2,000	<input type="checkbox"/> Supporting \$Variable
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ADVERTISEMENT DESIGN SPECIFICATIONS

In accordance with your level of sponsorship, you are entitled to a free advertisement in the festival souvenir program.

<input type="checkbox"/> Title Sponsor	Full-page, full-color ad in souvenir program and full-color ad on the back cover
<input type="checkbox"/> Platinum	Full-page, full-color ad in program on inside front cover or inside back cover
<input type="checkbox"/> Gold	Full-page, full-color ad in the souvenir program
<input type="checkbox"/> Silver	Half-page, black & white ad in the souvenir program
<input type="checkbox"/> Supporting	Variable size, ad in the souvenir program

Design Specifications:

- You must provide the full design and **no later than April 12, 2017**.
- Camera-ready artwork or digital files such as high resolution JPEGS, PDF, EPS or TIF files are accepted.
- Please setup ad for your specified page size; digital image resolution must be at least 300 dpi (dots per inch).
- Pictures and images will be separate files saved as JPEG, PDF, TIFF or EPS files.



BOOTH RENTAL AGREEMENT

The Asian Cultural Festival Organizing Committee hereinafter referred to as ACFOC, permits the vendor listed at the bottom of this agreement, hereinafter referred to as VENDOR to use the Rental Booth facilities in accordance with the following agreement:

BEFORE THE FESTIVAL

1. The VENDOR agrees to observe and comply with all existing policies which in any manner affect or relate to the use of the Rental Booth.
2. The ACFOC reserves the right to evict anyone violating any of the rules outlined herein, or violating any other rules and regulations.
3. The VENDOR may not sub-let any portion of the rental booth space, without the prior written consent of ACFOC.
4. Two weeks and then again one week before the festival you will be required to read and understand directives for the day's set up and break down procedures.

DURING THE FESTIVAL

5. Booths are rented for the duration of ACF 2016 only. **Rental shall begin at 10:00 AM and end at 6:00 PM** on May 6.
6. ACFOC agrees to provide (1) Tables & (2) Chairs during the event to all sponsors.
7. The Booth must be accepted as assigned. VENDORS are **not permitted to remove and/or relocate** the rental booth from the assigned spot without prior approval of ACFOC. It is ACFOC's right to relocate the rental booth should it deem necessary.
8. The VENDOR **may not operate any music device**, such as music equipment, computer, stereo, DJ equipment without obtaining consent from ACFOC. Operation of such devices without permission will be result in VENDOR to cease activity and termination of electricity without refund.
9. ACFOC reserves the right to inspect the information being distributed or the products being offered for sale by the VENDOR, and restricts the distribution of any item it considers as in violation of existing federal, state, and local laws and ordinances and shall retain the right to disallow what it deems inappropriate for the event. ACFOC reserves the right to deny sale or display of objectionable or offensive materials.
10. The VENDOR shall be solely responsible for all-losses, cost, damages and expenses of any kind whatsoever resulting from, arising out, or incidental to the use of the Rental Booth.

OVERALL RIGHTS & RESPONSIBILITIES

11. This Agreement shall be subject to the applicable laws of California. Any disputes arising from this Agreement shall be brought before the county courts of San Diego, California.
12. The VENDOR indemnifies and agrees to hold the ACFOC, National Asian American Coalition, the City of San Diego and any associated agencies affiliated with the festival event and their members, officers and directors, and employees, harmless against any and all liability (including court costs and attorney's fees) whatsoever arising from any claim made against ACFOC or loss incurred by the VENDOR as a result of or in any way arising from, relating to, or connected with the obligations identified within this VENDOR's Agreement including loss or liability caused by active negligence, except loss or liability caused by sole negligence or willful conduct. This hold harmless and indemnification obligation shall survive any termination of this rental Agreement. VENDOR holds harmless ACFOC, National Asian American Coalition, the City of San Diego and any associated agencies affiliated with festival event area any filed claims associated with product liability such as negligence, strict liability, breach of warranty and consumer protection claims.
13. This agreement for Booth Space at the 2017 ACF indicates the VENDOR's willingness to abide by all accompanying terms and conditions and general regulations listed on this document as well as such additional rules and regulations as ACFOC deems necessary for the success of the ACF, provided these latter do not materially alter the Participant's contractual rights.

_____ By initialing here, I confirm that I have read **ALL** the conditions to this agreement. Please understand this is a legally enforceable document.



**ASIAN CULTURAL FESTIVAL 2016
SPONSOR CHECKLIST**

Please complete and submit the following ***no later than April 12, 2017***

(Unless otherwise specified)

- ❖ **Completed Sponsor Information Page**
- ❖ **Booth Rental Agreement Form**
- ❖ **Company Profile/Bio**
- ❖ **High Resolution Company Image/Logo**
 - Ads fully designed by the company may be submitted no later than April 12
- ❖ **Payment check for sponsorship contribution amount**
 - **Checks are payable to “National Asian American Coalition”**

Completed documents may be sent via email or mail:

- Email: info@silkroadproductions.us
- Mailing address: **National Asian American Coalition
15 Southgate Avenue, Suite 200
Daly City CA 94015**