



**Asian Culture and Media Alliance
Presents the Return of the Asian Pacific Cultural Festival
May 18, 2024**

Asian Culture and Media Alliance (ACMA) is proud to announce the upcoming Asian Pacific 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 is the LARGEST celebration of Asian Pacific American Heritage cultures in San Diego, and will be held on **Saturday, May 18, 2024** in San Diego, from 12:00 pm to 8:00 pm in Mira Mesa.

The Asian Pacific Cultural Festival will:

- 1) Celebrate the diversity of Asian and Pacific Americans;
- 2) Build intergenerational and intercultural bridges across all barriers;
- 3) Educate and share with non-Asians the arts and traditions of our ethnic populations to support and preserve cultural harmony; and
- 4) 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 in the month of May among San Diego's 400,000 Asian Americans. It will also draw, as it did in its previous year, from the four million Asian Americans residing in Southern California, including from the adjacent counties of Los Angeles, Riverside, and Orange Counties.

Participating in the Asian Pacific Cultural Festival as a major sponsor partner is an opportunity for invaluable marketing exposure to the Asian Pacific-Islander community throughout Southern California. 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 **March 31, 2024**.

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

We look forward to working with you and celebrating San Diego's diverse communities!

Sincerely,

Cathlyn Choi,
Executive Director, ACMA



MARKETING & SPONSORSHIP BENEFITS

TITLE/PRESENTING SPONSOR - \$10,000 +

- 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 signage
- Inclusion of company logo on posters
- Inclusion of company logo on fliers

PLATINUM SPONSOR - \$5,000

- 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 signage
- Opportunity for promo item distribution
- Inclusion of company logo on posters
- Inclusion of company logo on fliers
- Media Coverage

GOLD SPONSOR - \$2,500

- 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 - \$1,500

- 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 13, 2024**. Please make copies for your records.

Contact Information

Sponsoring Business: _____

Contact Name: _____

Business Address: _____

Business Number: _____ Cell Phone: _____

Email Address: _____

Sponsorship Marketing Levels (please check one) – Checks are made payable to the Asian Culture and Media Alliance

<input type="checkbox"/> Title	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Supporting
\$10,000+	\$5,000	\$2,500	\$1,500	\$Variable

ADVERTISEMENT DESIGN SPECIFICATIONS

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

- Title Sponsor Full-page, full-color ad in souvenir program **and** full-color ad on the **back cover**
- Platinum Full-page, full-color ad in program on **inside front cover or inside back cover**
- Gold Full-page, full-color ad in the souvenir program
- Silver Half-page, black & white ad in the souvenir program
- Supporting Variable size, ad in the souvenir program

Design Specifications:

- You must provide the full design and **no later than April 31, 2024**.
- 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 Pacific Cultural Festival Organizing Committee hereinafter referred to as APCFOC 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 policies which may affect or relate to the use of the Booth.
2. The APCFOC reserves the right to evict anyone violating any of the rules 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 APCFOC.
4. One week before the festival you will be sent the vendor directive for the day's set up and break down procedures.

DURING THE FESTIVAL

5. Booths are rented for the duration of APCF 2024 only. **Rental shall begin at 12:00PM and end at 8:00PM** on May 18.
6. APCFOC 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 or relocate** the rental booth from the assigned spot without prior approval of APCFOC. It is APCFOC's right to relocate the rental booth if necessary.
8. The VENDOR **may not operate any music device**, such as music equipment, computer, stereo, DJ equipment without obtaining consent from APCFOC. Operation of such devices without permission will be result in VENDOR to cease activity and termination of electricity without refund.
9. APCFOC 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. APCFOC 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 APCFOC Asian Culture and Media Alliance, City of San Diego and any associated agencies affiliated with the festival event and their members, employees, harmless against any and all liability (including court costs and attorney's fees) whatsoever arising from any claim made against APCFOC 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 APCFOC Asian Culture and Media Alliance, 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 2024 ACPF 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 APCFOC deems necessary for the success of the ACPF, 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.



ASIAN CULTURAL FESTIVAL 2024 SPONSOR CHECKLIST

Please complete and submit the following ***no later than April 30, 2024***
(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 30

- ❖ **Payment check for sponsorship contribution amount**
 - **Checks are payable to "Asian Culture and Media Alliance"**

Completed documents may be sent via email or mail:

- **Email:** info@acmasocal.org

- **Mailing address:** **ACMA/Asian Cultural Festival**
3505 Camino Del Rio S, STE 305
San Diego, CA 92108