



Dear Community Partner:

The San Diego Chinese New Year Fair and its Fair planning committee are happy to announce news of the upcoming fair to strong community supporters, like you, who help keep our fair going every year. In celebration of the Year of the Rooster, we will be celebrating its 35th year of hosting the fair. The Fair will be held on February 11th and 12th, 2017 in the Asian Thematic Historic District. The Fair will be on Third Avenue and J Street in Downtown San Diego.

As a non-profit 501(c)3, the Chinese Consolidated Benevolent Association (CCBA) will host this annual cultural event to raise funds in support of the charitable and cultural programs promoting Chinese culture and history. Additionally, CCBA seeks to increase the awareness of Asian communities in the San Diego region.

The Chinese New Year Fair is the largest event in San Diego County to celebrate the Chinese Lunar New Year. Last year, over 25,000 people joined in the annual celebration. There were over 50 food and commercial booths, lion and dragon dancers, continuous live, an Asian Story Theater, martial arts performances, cultural displays, and educational kid's crafts. We hope you and your organization will join us in this celebration by becoming a sponsor.

Attached is a **Sponsorship Brochure** explaining how your organization can support the festivities and be a part of this wonderful celebration. We also have advertising opportunities in our souvenir fair program. Your ad will be present in 10,000 copies of this collectible program book and seen by thousands. Please inquire about deadlines.

All questions can be addressed to Yen Tu. I can be contacted at (619) 417-5993. I look forward to hearing from you soon. Thank you for your time and consideration.

Warm Regards,

Yen C. Tu
Chair – Chinese New Year Fair
San Diego Chinese New Year Fair Committee
438 Third Ave, San Diego, CA 92101

聖地牙哥
中華會館

Chinese Consolidated Benevolent Association
- San Diego -

YEAR OF THE ROOSTER

35TH ANNUAL SAN DIEGO CHINESE
NEW YEAR FAIR

FEBRUARY 11 & 12, 2017

CORPORATE SPONSORSHIP

We invite you and your organization to join in our celebration by sponsoring the Year of the Rooster Chinese New Year Fair to be held February 11 and 12, 2017 in the Asian Pacific Thematic Historic District of San Diego at Third Avenue and J Street.

The CCBA is a 501(c)(3) non-profit organization providing social services to the people of San Diego. The San Diego Chinese New Year Fair is an annual cultural outreach program, as well as a fund-raising event to benefit the services provided by the CCBA.

Fair Fun and Figures!

- Free admission for all
- Over 25,000 attendees anticipated
- Over 50 food and vendor booths
- Lion and Dragon dancers
- Lantern Parade
- Asian Story Theater
- Martial arts performances
- Continuous live entertainment
- Children's craft area

For questions, reservations, or more information, contact Yen Tu.

Yen C. Tu

(619) 417-5993

yentu2@gmail.com

Chair – Chinese New Year Fair

438 Third Ave, San Diego, CA 92101

SPONSORSHIP PACKAGES

PLATINUM ROOSTER (\$10,000)

- Presenting Sponsor Title
- Identified by name and logo in every media release and advertisement*
- Acknowledgement and presentation at Fair opening ceremony
- Company logo on official Fair t-shirt*
- Full-page cover ad in Fair program*
- Recognition on SDCC website with hyperlink
- Company's banner at main stage*
- Company's logo on official poster & flyers*
- Deluxe Sponsorship plaque
- 10 x 10 booth at the Fair premium location

GOLDEN ROOSTER (\$5,000)

- Acknowledgement and presentation at Fair opening ceremony
- Full-page ad in Fair program*
- Company logo on official Fair t-shirt*
- Company's banner at main stage*
- Recognition on SDCC website with hyperlink
- Company's logo on official poster & flyers*
- Deluxe sponsorship certificate
- 10X10 booth at the Fair

SILVER ROOSTER (\$3,000)

- Acknowledgement at the Fair
- Company logo on official Fair t-shirt*
- Half-page ad in Fair program*
- Company's logo on official poster & flyers*
- Recognition on SDCC website and hyperlink
- Deluxe sponsorship certificate
- 10X10 booth at the Fair

BRONZE ROOSTER (\$1,000)

- Quarter-page ad in Fair program*
- Company logo on official Fair t-shirt*
- Recognition on SDCC website with logo and hyperlink posted 12 months
- Company's name on official posters & flyers
- Deluxe sponsorship certificate

**Deadlines apply for sponsors to have logos appear on printed material.*