

Malden's Annual Lunar New Year Celebration



Sponsorship Proposal

SATURDAY, JANUARY 29,
6:30-8:30 PM
ON ZOOM

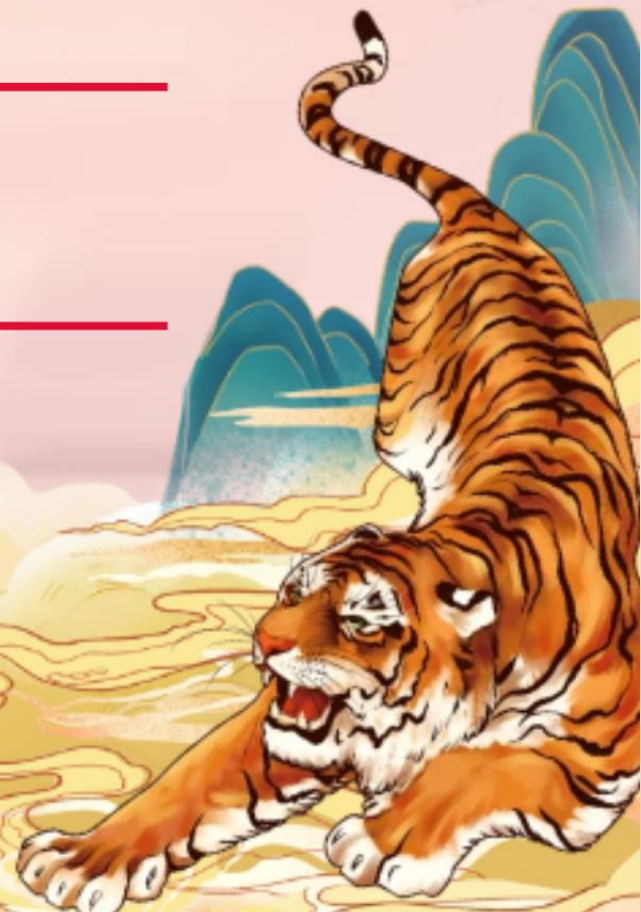


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About CCC's Lunar New Year Celebration

Lunar New Year is an important holiday for Chinese people across the world, as it has been celebrated by Chinese people for centuries. Its importance to Chinese society is comparable to Christmas or Thanksgiving for Americans, as people in China will take the entire week surrounding Chinese New Year off to spend it with their families and loved ones.

This year, we plan to host our 13th Annual Lunar New Year Celebration virtually on Zoom on **January 29, 2022, from 6:30-8:30**. The event will offer over twenty performances from numerous performing groups and individual artists based in Greater Boston. Emcees and other

performers will make this event feel more like televised Lunar New Year Celebrations in China. One of the most exciting highlights within our celebration includes the unveiling of a Limited-Edition Lunar Year stamp that we present alongside Boston's US Postal Service branch every year.

We provide multiple opportunities for sponsorship, and in return will offer you many options through which you can advertise your business at the event. These options range from banner logos to the opportunity to speak on the stage. We have attached a more detailed sheet on sponsorship opportunities in this proposal on page **six**.



About the Chinese Culture Connection

Chinese Culture Connection (CCC) was founded in Reading, MA, in 1985, and then later relocated to Malden, MA, in 1999 to support its growing Asian immigrant population. After having been in the Greater Boston area for over 30 years, we have created a strong connection with the Asian community here.

Our mission is to promote intercultural harmony, strengthen diverse communities, and build bridges between American and Chinese people through interactive educational programs and arts in schools, libraries, museums, and community centers throughout New England.

When you associate your brand with the CCC, you are not only saying you want to provide service to the Asian community. You are also displaying your openness to learn more about



Chinese culture and Chinese society, which could help you attract more clientele from our events.

In the wake of COVID-19 and all the anti-Asian hate crimes and incidents that arose throughout the nation this past year, Asian immigrants have felt a sense of danger in the place that many of them have called “home” for decades. Associating your brand with our name implies that you are mindful of the troubles Asian Americans face as a group and that you are willing to meet our attendees where they are. This is a powerful statement to the Asian community, and thus can be very helpful in finding more potential customers in the Asian community in greater Boston.



Event Demographics

2019 Total Participants: 457

Performers: 20+ Performing Groups from Greater Boston

Age Demographics: Performers can range in age from kindergarteners to seniors. Similarly, our attendees will often register for this event in family groups, meaning that people of all typically attend.



Ethnicity Demographics: Most attendants are Asian, and very specifically of Chinese descent. In recent years, we have been trying to have more performers from divergent backgrounds perform at our event. At our last event, we had an Indian dance troupe and a Korean dance troupe, and we plan to have more dance troupes perform.

Location Demographics: All the performers are based in Greater Boston. Attendees come from more than 20 towns and cities throughout Greater Boston and the state of Massachusetts.

Educational Level Demographics: Based on survey results, educational backgrounds range from no high-school degree to PhDs, allowing for various people from different socioeconomic backgrounds to intermingle and explore Chinese culture together.



Sponsorship Opportunities

<i>Sponsorship Levels & Benefits</i>	Royal Tiger \$5000	Gold \$2500	Silver \$1000	Bronze \$500	Tiger Cub \$300	Partner \$120
Greeting Message at Beginning of the Celebration	√					
Linked Logo on CCC website	√	√	√	√	√	√
Recognition in CCC's marketing materials	√	√	√	√	√	√
Recognition at Event Opening and Intermission	√	√	√	√	√	√
Chinese New Year Program Book Ad	C	C	C	C	B	
Exclusive Interview Opportunity for the Event	√	√	√			
Company Advertisement at the Waiting Time and Intermission	30 secs	20 secs	15 secs	10 secs	5 secs	
Please select here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remarks	1. Must confirm by Jan 15, 2022 for inclusion in press release. 2. For the benefits of CNY program book ad, C = color, B = black and white.					

Program Ads *A La Carte*

<input type="checkbox"/> Full-Page Color (\$300), B&W (\$200) 5.5"W×8.5"H	<input type="checkbox"/> Half-Page B&W (\$150) 5.5"W×4.25"H
<input type="checkbox"/> Quarter-Page (\$75) 5.5"W×2.1"H	<input type="checkbox"/> Name Listing (\$50)
Original Ad/Logo included? Yes <input type="checkbox"/> No <input type="checkbox"/>	
If you don't have an ad page ready, we can create one for you for free. Yes <input type="checkbox"/> No <input type="checkbox"/>	



Please make checks payable to Chinese Culture Connection Inc. for \$_____.

Payment due by Jan 15, 2022. Mail it to 109 Mountain Ave, #236, Malden MA 02148.

Saturday, Jan 29, 2022
6:30PM – 8:30PM
Virtual On Zoom

Register Here:
<https://bit.ly/3ePYDz>

Please fill out your contact information

and send to the address below.

LAST NAME _____ FIRST NAME _____

ORGANIZATION _____

ADDRESS _____

Contact Information



Website: www.chinesecultureconnection.org

Email: info@chinesecultureconnection.org

Phone: 781-321-6316