

## 2019 Iowa Chinese New Year Celebrations

**Event Name:** 2019 Iowa Chinese New Year Celebrations  
**Hosts:** Chinese Association of Iowa (CAI) and Grand View University  
**Contact:** Swallow X. Yan, Phone: 515-988-0901, Email: SwallowXYan@yahoo.com  
**Web Site:** www.iowachinese.us  
**Audience Type:** Iowa Chinese Americans and Iowans who are interested in Chinese art , culture, education, business and community  
**Audience Size:** 500  
**Extended Audience:** 1,000  
**Event Dates:** Saturday, Feb. 2, 2019  
**Location:** Grand View University, Des Moines, Iowa  
**Sponsorship Price:** From \$200 - \$3,000  
**Terms:** Accept Barter or trade-in-kind.  
**Deadline: Jan. 15, 2019**

| Sponsorship Package   | Benefits   |
|---|--|
| <input type="checkbox"/> Festival Friend<br>\$200<br><br>Category to Sponsor                          | <ul style="list-style-type: none"> <li>• <b>Print:</b> Special Sponsorship Acknowledgement in the event programs/brochures/flyers/posters (Company Logo or Message can be included at Sponsor's request).</li> <li>• <b>Web/Newsletter:</b> Special sponsorship acknowledgement will be posted at the Chinese Association of Iowa web site and newsletter.</li> </ul>  |
| <input type="checkbox"/> Festival Official Sponsor - Bronze Level, \$500<br><br>Category to Sponsor   | <ul style="list-style-type: none"> <li>• <b>Enjoy all the Benefits included in the Friend Package.</b></li> <li>• <b>Product Sampling:</b> Sponsor may provide sample products in the specified Festival sites.</li> <li>• <b>Hospitality:</b> Sponsors will be invited as honored guests to the events.</li> <li>• <b>Promotional Giveaways:</b> The sponsor may give away promotional merchandise with their corporate logo attached..</li> </ul>  |
| <input type="checkbox"/> Festival Official Sponsor - Silver Level, \$1,000<br><br>Category to Sponsor | <ul style="list-style-type: none"> <li>• <b>Enjoy all the Benefits included in the Bronze Sponsor Package.</b></li> <li>• <b>Signage:</b> Display a banner or sign depicting the sponsor's logo/identity throughout the Festival sites.</li> <li>• <b>Assist visa service to China</b></li> <li>• <b>Product Sampling:</b> Sponsor may provide sample products in the specified Festival sites.</li> <li>• <b>Rights to Marks:</b> Sponsor may use the logo/identity of the property in their marketing communications.</li> </ul>   |
| <input type="checkbox"/> Festival Official Sponsor - Gold Level, \$2,000<br><br>Category to Sponsor   | <ul style="list-style-type: none"> <li>• <b>Enjoy all the Benefits included in the Silver Sponsor Package.</b></li> <li>• <b>Music performance at Sponsor's Business Location:</b> Provide the music performance to the business location of sponsors for their employees.</li> <li>• <b>Free visa service to China</b></li> <li>• <b>Exhibit/Display Space:</b> Provide sponsors free exhibit/display space to promote/advertise their product/services in the specified Festival sites.</li> <li>• <b>On-site Sales:</b> The sponsor will have the right to sell its products/services directly to the Festival participants.</li> </ul> |
| <input type="checkbox"/> Festival Co-host, \$3,000<br><br>Category to Co-host                         | <ul style="list-style-type: none"> <li>• <b>Enjoy all the Benefits included in the Gold Sponsor Package.</b></li> <li>• <b>Receive one-year advertisement on web site, monthly newsletter, all events flyers, (\$2,000 value)</b></li> <li>• <b>Enjoy CAI diversity programs (cultural seminars, performance art, fine art, free admission tickets, etc), business/cultural consulting, recruiting, translation at 1/2 prices or free of charge for one year</b></li> </ul>  |

## Sponsorship and Membership Form

Company/Business/Individual Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Company/Business/Individual Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

|                      |   |         |
|----------------------|---|---------|
| Sponsorship Package: | <input type="checkbox"/> Friend         | \$200   |
|                      | <input type="checkbox"/> Bronze Sponsor | \$500   |
|                      | <input type="checkbox"/> Silver Sponsor | \$1,000 |
|                      | <input type="checkbox"/> Gold Sponsor   | \$2,000 |
|                      | <input type="checkbox"/> Co-host        | \$3,000 |

The sponsorship check can be sent to:

Chinese Association of Iowa  
3816 Ingersoll Ave., Des Moines, Iowa 50312

Questions:

Swallow X. Yan, Executive Director, Chinese Association of Iowa  
Phone: 515-988-0901 | Email: SwallowXYan@yahoo.com | Web: [www.IowaChinese.us](http://www.IowaChinese.us)