

THE YEAR OF THE Dragon

2012 CHINESE NEW YEAR FESTIVAL

Presented by the Colorado Springs Chinese Cultural Institute

Saturday, January 21, 2012

11 am – 4 pm

Colorado Springs Historic City Auditorium

221 East Kiowa Street

Colorado Springs, Colorado 80903

MARKETING AND PARTICIPATION OPTIONS:

- **SPONSORSHIP**
 - Event Sponsor
 - Main Stage Performance
 - Theater
 - Tea Room
 - Kid Zone
 - Beverage Booth (water, soda, beer)

- **BOOTH VENDOR**
 - \$50 per booth
 - Products, Services, Networking

- **FOOD VENDOR**
 - Selling sample size plates, no drinks allowed.

- **ARTISTIC PERFORMER**
 - Main stage and/ or theater
 - Short performances repeated throughout the day

- **ADVERTISING- NAME RECOGNITION**
 - Event Program
 - Press Materials- Event Advertising, Email Blast
 - Event Banners
 - Event Fliers
 - Tea Leaves Quarterly Newsletter
 - Website- www.cscCI.org

Event tickets- \$5.00/Adult, \$4.00/Student & Member

Age 5 and under: Free

Colorado Springs Chinese Cultural Institute (CSCCI) is a nonprofit, volunteer based organization and a strong membership base is critical to our ability to offer programs such as the Chinese New Year Festival. Please consider becoming a member. We would be grateful for your involvement.

For further details or to confirm your participation contact:

***Mali Hsu, CSCCI, Founder and Chairwoman
mali.cscCI@gmail.com or (719)287-7624***

THE YEAR OF THE Dragon

2012 CHINESE NEW YEAR FESTIVAL ***Presented by the Colorado Springs Chinese Cultural Institute*** **Saturday, January 21, 2012**

SPONSORSHIP LEVELS AND BENEFIT:

- **Gold SPONSOR - \$5,000**
 - Booth - Superior Location
 - Event Program- full page advertisement (4.25"x5.5" page in color, logo imprint on cover)
 - Verbal Sponsor recognition from stage at least 3 times
 - Newsletter Article – mention as Gold Sponsor
 - Admission Tickets - 30 complimentary, in advance
 - Food Tickets- 30 complimentary
 - Event Promotional Materials- Name Recognition
 - Web Link from www.cscqi.org home page & "Event Calendar"
 - Event Banner on main stage and Sponsorship Wall
 - Press Release – mention name in Press Release

- **SILVER SPONSOR - \$2,500**
 - Booth - Prime Location
 - Event Program- half page Ad, logo color imprint on cover
 - Verbal Sponsor recognition from stage at Opening Ceremony
 - Newsletter Article - mention as Silver Sponsor
 - Admission Coupons- 20 complimentary, in advance
 - Food Tickets- 20 complimentary
 - Event Promotional Materials- Name Recognition on all posters, fliers, website and newsletter
 - Web Link from www.cscqi.org home page & "Event Calendar"
 - Event Banner on Sponsorship Wall

- **BRONZE SPONSOR - \$1,000**
 - Booth
 - Event Program- quarter page advertisement
 - Verbal Sponsor recognition from stage at Opening Ceremony
 - Newsletter Article - mention as Bronze Sponsor
 - Admission Tickets - 10 complimentary, in advance
 - Food Tickets- 10 complimentary
 - Event Promotional Materials- Name Recognition on all posters, fliers, website and newsletter
 - Web Link from www.cscqi.org home page & "Event Calendar"
 - Event Banner on Sponsorship Wall

- **OTHER- CUSTOMIZED SPONSORSHIPS**
 - **TEA ROOM**
 - **KID ZONE**

For further details or to confirm your participation contact:

Mali Hsu, Founder and Chairwoman
mali.cscqi@gmail.com or (719)287-7624