

THE YEAR OF THE RABBIT

2023 CHINESE NEW YEAR FESTIVAL

Presented by the Colorado Springs Chinese Cultural Institute

Saturday, January 21, 2023

10 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
 - Tea House
 - Kid Zone
 - Asian Movie Theater
 - Beverage Booth (water, soda, beer)

- **BOOTH VENDOR**
 - \$70 per booth
 - Products, Services, Networking

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

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

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

Event tickets- \$6.00/Adult, \$5.00/Student, CSCCI Member, Military & Children age 5-9. 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)343-6003***

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SPONSORSHIP LEVELS AND BENEFIT:

- **Gold SPONSOR - \$5,000**
 - Booth - Premium Location
 - Event Program- full page advertisement (8.25" L x 5" W page in color, logo imprint on cover)
 - Verbal Sponsor recognition from stage (minimum 3 mentions)
 - Newsletter – Gold Sponsor recognition
 - Admission Tickets - 40 complimentary, in advance
 - Food Tickets- 40 complimentary
 - Event Promotional Materials- Logo Recognition
 - Web Link from www.cscqi.org home page & "Event Calendar"
 - Event Banner on main stage and Sponsorship Wall

- **SILVER SPONSOR - \$2,500**
 - Booth - Prime Location
 - Event Program- half page Ad (4" L x 5" W), color, logo imprint on cover
 - Verbal Sponsor recognition from stage during Opening Ceremony
 - Newsletter - Silver Sponsor recognition
 - Admission Tickets - 20 complimentary, in advance
 - Food Tickets- 20 complimentary
 - Event Promotional Materials- Logo Recognition
 - Web Link from www.cscqi.org home page & "Event Calendar"
 - Event Banner on Sponsorship Wall

- **BRONZE SPONSOR - \$1,000**
 - Booth space
 - Event Program- quarter page advertisement (2" L x 5" W)
 - Verbal Sponsor recognition from stage during Opening Ceremony
 - Newsletter - Bronze Sponsor recognition
 - Admission Tickets - 10 complimentary, in advance
 - Food Tickets- 10 complimentary
 - Event Promotional Materials- Name Recognition on website and newsletter
 - Web Link from www.cscqi.org
 - Event Banner on Sponsorship Wall

- **OTHER- CUSTOMIZED SPONSORSHIPS**
 - **TEA HOUSE**
 - **KID ZONE**
 - **ASIAN MOVIE THEATER**

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