THE YEAR OF THE Dragon

2024 CHINESE NEW YEAR FESTIVAL
Presented by the Colorado Springs Chinese Cultural Institute
Saturday, February 17, 2024
10 am – 3 pm

ENT CENTER FOR THE ARTS at UCCS
5225 N. Nevada Avenue
Colorado Springs, Colorado 80918

MARKETING AND PARTICIPATION OPTIONS

• SPONSORSHIP
  o Event Sponsor o Main Stage Performance
  o Tea House o Kid Zone
  o Asian Movie Theater

• BOOTH VENDOR
  o $100 per both
  o Products, Services, Networking

• ARTISTIC PERFORMER
  o Main stage and/ or Tea House
  o Short performances repeated throughout the day

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

Event tickets- $15.00/Adult, $10.00/Student, CSCCI Member, Military & Children age 3-9. Age 3 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.cscci@gmail.com or (719)343-6003
SPONSORSHIP LEVELS AND BENEFIT

• Gold SPONSOR - $5,000
  o Booth - Premium Location
  o Event Program- full page advertisement (8.25” L x 5” W page in color, logo imprint on cover)
  o Verbal Sponsor recognition from stage (minimum 3 mentions)
  o Newsletter – Gold Sponsor recognition
  o Admission Tickets - 30 complimentary, in advance
  o Event Promotional Materials- Logo Recognition
  o Web Link from www.cscci.org home page & “Event Calendar”
  o Event Banner on main stage and Sponsorship Wall

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

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

• OTHER SPONSORSHIPS - $500
  o Tea house, Kids zone, Asian Movie theater
  o Name recognition on website and newsletter

Any amount below $500 Name recognition on website and newsletter

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