

# ***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](http://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](http://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](http://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](http://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***