

TEXAS LUNAR FESTIVAL

Sat | February 4, 2017 • 10am - 5pm
Super Bowl Weekend

The 21st Annual Texas Lunar Festival: “The Year of the Rooster”

at the International Trade Center Fairgrounds,
11122 Bellaire Blvd, Houston, TX 77072

The Texas Lunar New Year Celebration celebrates and hosts not only Asia and Asian culture, but International performances as well. In the Chinese lunar calendar a different animal or mythological beast represents every year in a twelve year cycle. The year of 2017 is the year of the Rooster.

At the annual Texas Lunar Festival, we celebrate the impressive qualities of every culture while celebrating the Asian Lunar New Year. For the past 20 years, community leaders and volunteers have worked hard to promote the remarkable diversity and impressive leadership of the greater Asian community while fostering friendship among nearly every culture. Thanks to the remarkable success of previous festivals, they were able to expand the 2017 festival!

Thousands of citizens across the great State of Texas visit the Lunar fest every year. From the exciting entertainment to the remarkable cuisine, the Texas Lunar Festival not only celebrates Houston...but every culture across our beautiful planet. A commitment to cultural diversity and the promise of a stronger tomorrow must include an asian component.

The 21st Annual Texas Lunar Festival is hosted by Southern News Group, Chinese New Year Festival Inc., International Trade Center, International Management District, and STV 15.3

Since 1979, Southern News Group has not only built the largest Asian media complex in the southwestern United States, but has also reached out to the broader community of southwest Houston with programs that respond to the growing ethnic diversity of this unique section of one of America's fastest growing cities. We have initiated and been the driving force behind many community projects, programs and events that include the Texas Lunar New Year Festival, the McDonald's Education Workshops, the Texas African Summit, the ITC Education Institute and have aired many more educational, cultural and business-related television programs on our digital television station, STV 15.3, as well as having hosted over 200 international business related meetings and events at our International Trade Center.

Texas Lunar Festival proceeds benefit the **International Trade Center (ITC) Educational and Cultural Foundation ...**(<https://www.guidestar.org/profile/81-3205962>)

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www.SCDaily.com | www.ITVhouston.com | www.freedmenspublishing.com



SPONSORSHIPS:

- \$50,000 Signature
- \$20,000 Diamond
- \$15,000 Gold,
- \$10,000 Silver
- \$5,000 Area
- \$2,500 Corporate
- \$1,000 Individual

Sponsorship details available at
www.wisemancompany.com/Event.html

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The 21st Annual Texas Lunar Festival Sponsorship Levels

SIGNATURE SPONSOR \$50,000.00

- Listed as event signature sponsor on all event marketing materials
- 4 - 10 x 10 booths display with cover tent and electricity
- 50 VIP invitations to Asian Lunar New Year Celebration party
- 30 min. TV interview and broadcast it on ITV Channel 55.5 Houston
- Prominent signage and brand recognition on Stage and Festival grounds
- Name and logo on full page promotion ad in Southern Chinese Daily News and on all posters and collateral materials for event programs
- Reserved space for company/organization specific activities

DIAMOND SPONSORSHIP \$ 20,000.00

- 3 - 10 x 10 booths display with cover tent and electricity
- 25 VIP invitations to Asian Lunar New Year Celebration party
- 15 min. TV interview and broadcast it on ITV Channel 55.5 Houston
- Prominent signage and brand recognition on Stage and Festival grounds
- Name and logo on full page promotion ad in Southern Chinese Daily News and on all posters and collateral materials for event programs
- Reserved space for company/organization specific activities

GOLD SPONSORSHIP \$ 15,000.00

- 2- 10 x 10 booths display with electricity
- 12 VIP invitations to Asian Lunar New Year Celebration party
- 10 min. TV interview and broadcast it on ITV Channel 55.5 Houston
- Prominent signage and brand recognition on Stage and Festival grounds
- Name and logo on full page promotion ad in Southern Chinese Daily News and on all posters and collateral materials for event programs

SILVER SPONSORSHIP \$ 10,000.00

- 2- 10 x 10 booths display with electricity
- 8 VIP invitations to Asian Lunar New Year Celebration party
- 5 min. TV interview and broadcast it on ITV Channel 55.5 Houston
- Signage and brand recognition on Stage and Festival grounds
- Name and logo on half page promotion ad in Southern Chinese Daily News and on all posters and collateral materials for event programs

AREA SPONSORSHIP \$ 5,000.00

- 10 x 10 booth display with electricity
- 4 VIP invitations to Asian Lunar New Year Celebration party
- Signage and brand recognition on Stage and Festival grounds
- Name and logo on quarter page promotion ad in Southern Chinese Daily News and on all posters and collateral materials for event programs

CORPORATE SPONSORSHIP \$ 2,500.00

- 10 x 10 booth display
- 2 VIP invitations to Asian Lunar New Year Celebration party
- Company name on all posters and collateral materials
- Name on one eight page promotion ad in Southern Chinese Daily News and on all posters and collateral materials for event programs

INDIVIDUAL SPONSORSHIP \$1,000.00





Chinese New Year Festival 11122 Bellaire Houston, Texas 77072 Phone: 281-498-4310 Fax: 281-498 -2728
www.texaslunarfest.net

Sponsorship Form

Name: _____

Business Name: _____

Phone: _____ Fax: _____

E-Mail Address: _____

Method of Payment

- Visa
- Master Card
- AMEX
- Check

Credit Card Number: _____ Exp. _____

Sponsorship level: _____

Signature: _____ Date _____

Please make all checks payable to ITC Education & Cultural Foundation, Inc.

FOR MORE INFORMATION, PLEASE CONTACT

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