

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**

- Event Sponsor ○ Main Stage Performance
- Tea House ○ Kid Zone
- Asian Movie Theater

- **BOOTH VENDOR**

- \$100 per booth
- Products, Services, Networking

- **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.csccl.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.csccl@gmail.com or (719)343-6003

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 - 30 complimentary, in advance ○ Event Promotional Materials- Logo Recognition ○ Web Link from www.csccei.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 ○ Event Promotional Materials- Logo Recognition ○ Web Link from www.csccei.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 ○ Event Promotional Materials- Name Recognition on website and newsletter
- Web Link from www.csccei.org
- Event Banner on Sponsorship Wall

• OTHER SPONSORSHIPS - \$500

- Tea house, Kids zone, Asian Movie theater
- Name recognition on website and newsletter

Any amount below \$500 Name recognition on website and newsletter

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