

SEATTLE'S CHINATOWN-INTERNATIONAL DISTRICT

2024 SPONSORSHIP DECK

LUNAR NEW YEAR CELEBRATION YEAR OF THE DRAGON



For more information or questions, please contact:

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2024 LUNAR NEW YEAR CELEBRATION

OVERVIEW



ABOUT THE CHINATOWN-INTERNATIONAL DISTRICT BUSINESS IMPROVEMENT AREA

The Chinatown-International District Business Improvement Area (CIDBIA) is a non-profit organization tasked to improve, promote, and advocate for Seattle's historic Chinatown-International District.

The past two years since the Covid-19 pandemic has been challenging for our small businesses, and as we move towards recovery, it is critical that we continue to uplift and preserve diverse cultural experiences and decades-long traditions in this historic neighborhood. Lunar New Year exemplifies the coming-together of communities and holds an important cultural significance in Seattle's C-ID. From dragon dances and drumming, to small bites at the food walk, CIDBIA is thrilled to bring back Lunar New Year for 2024.

Events are critical fundraising opportunities for CIDBIA. All funds generated through event sponsorships are placed right back into our sanitation, public safety, and marketing programs to create a clean, safe, and welcoming community. This cannot be done without your generosity and support.

CIDBIA strives to bring back the community aspect of what festivals and events mean to the Chinatown-International District neighborhood in its many years of being the catalyst for significant cultural moments in Seattle. We hope to continue uncovering unique and equitable ways to build this community, together.

The following information outlines all the sponsorship entitlements and fees for the 2024 Lunar New Year Celebration. We look forward to partnering with you!



2024 LUNAR NEW YEAR CELEBRATION

YEAR OF THE DRAGON



SATURDAY, FEBRUARY 24, 2024
11:00 AM — 4:00 PM

Seattle's Chinatown-International District's Lunar New Year Celebration is the largest event of its kind in the region. The collaboration with neighborhood businesses and organizations has helped draw more than 10,000 visitors from throughout the region for a day of festivities. From traditional dragon and lion dances, to Japanese Taiko Drumming and Korean Dance, combined with arts and crafts and the neighborhood's Lunar New Year Food Walk, there is something for everyone. The annual Lunar New Year Celebration celebrates diversity, richness and culture of the Asian community.

Festival Highlights:

- Access to over 10,000 attendees throughout the day
- Celebrate the Year of the Tiger through a variety of activities
- On-going live cultural performance on the main stage at Hing Hay Park
- Showcase of 40+ vendors that line the streets of Seattle's Chinatown-International District
- Activities for families and kids, including captivating dragon & lion dances
- Explore the neighborhood's diverse culinary cuisine through the popular Food Walk

As a sponsor, you have an opportunity to showcase your brand on-site in a prime location provided by CIDBIA, with sponsor recognition, and extensive press/social media coverage. More information about sponsorship entitlements are as listed in the section below.

CIDBIA and our event producers will follow state and local specifications around COVID-19 health and safety to ensure all of our attendees, vendors, and performers remain safe at Lunar New Year. We will offer additional hand-washing and sanitation stations around the event footprint. All staff and volunteers will be vaccinated and wearing a mask in accordance with public health guidance.

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PRESENTING SPONSOR

\$20,000

- Sponsor will be the presenting sponsor of the event.
- Sponsor will be provided a 10'x20' exhibit space for community outreach, product sampling and information distribution.
- Sponsor will be provided tents, tables, chairs, electricity, and parking passes as needed.
- If Sponsor is a food-use concept and will be sampling onsite, CIDBIA will list sponsor under a general Special Event Food Permit through King County Public Health, and will provide King County Public Health approved hand-washing stations as needed.
- Sponsor brand name or logo will be placed prominently on the main stage sign, and all miscellaneous signage and branding.
- Sponsor brand name or logo will appear on event poster and postcard for high visibility and recognition.
- Sponsor brand name or logo will appear in Lunar New Year Celebration promotional ads placed in multi-lingual Asian community papers which could include the Northwest Asian Weekly/Seattle Chinese Post, Seattle Chinese Times, and the International Examiner, with ads produced by CIDBIA.
- Sponsor logo will be featured in the official Lunar New Year Celebration program guide to be distributed throughout the event.
- Sponsor collateral will be made available for distribution with the concierge at the Information Booth.
- Sponsor will receive top tier logo placement on the primary event website with a link to sponsor website of choice.
- Sponsor will be acknowledged on CIDBIA social networking sites @iheartID.
- Sponsor will receive public address recognition on the main stage throughout the event.
- Sponsor logo to be printed on the back of all event t-shirts

GOLD SPONSOR

\$10,000

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- Sponsor brand name or logo will be placed prominently on the main stage sign, and all miscellaneous signage and branding.
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- Sponsor will be acknowledged on CIDBIA social networking sites @iheartID and brand/logo placement on primary event website.
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SILVER SPONSOR

\$8,000

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BRONZE SPONSOR

\$5,000

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COMMUNITY PARTNER

\$2,500

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