SEATTLE’S CHINATOWN-INTERNATIONAL DISTRICT

2020 SPONSORSHIP DECK

LUNAR NEW YEAR CELEBRATION
YEAR OF THE RAT

For more information or questions, please contact:
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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 Chinatown-International District. The neighborhood is comprised of three unique areas: Chinatown, Japantown, and Little Saigon. The CIDBIA is funded through an assessment of businesses, grants, and sponsorships. The organization contracts services for sanitation, manages public safety issues, produces events and marketing activities, and advocates on behalf of its constituents.

Events such as the Lunar New Year Celebration, Dragon Fest, and C-ID Night Market 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. Event sponsorships are integral to our mission to promote diverse cultural experiences, preserve decades-long traditions, and bring new innovative projects to this vibrant, yet historic neighborhood. This cannot be done without your generosity and support.

The CIDBIA hosts the region’s largest Asian Pacific Islander events and has made its mark in the Seattle experience. The annual neighborhood festivals draw tens of thousands of visitors to the heart of Chinatown-International District for food, cultural entertainment, and family activities. The Seattle Chinatown-International District events strive to stimulate the local economy, entertain, and involve the community and visitors in a fun-filled, collaborative atmosphere.

The following information outlines all the sponsorship entitlements and fees for Lunar New Year, 2020. We look forward to partnering with you!

**Mission:** To ensure a clean and welcoming district and together with our partners, advocate for an increase in public safety and a healthy environment for business and the community

**Vision:** A well-known and respected neighborhood that is clean, vibrant and inviting for all while preserving the unique history and cultural heritage
Seattle’s Chinatown-International District’s Lunar New Year Celebration is the largest event of its kind in the region. The collaboration with other neighborhood businesses and organizations has helped draw more than 20,000 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 20,000+ attendees
- Celebrate the spirit the Rat through a variety of activities
- On-going live cultural performances on the Main Stage
- Year of the Rat Contest on the Main Stage, hosted by CIDBIA
- Arts and crafts area dedicated to traditional kids activities
- Explore the neighborhood’s diverse culinary cuisine through the famous $3 Food Walk

Chinatown-International District’s Lunar New Year Celebration receives extensive press coverage from leading print, online media and TV outlets such as: Seattle Times, The Stranger, Northwest Asian Weekly, International Examiner, Seattle Chinese Times, Seattle Chinese Post and AAT TV.

Demographics

- **Race:**
  - Asian: 38%
  - Caucasian: 48%
  - African American: 7%
  - Other: 7%

- **Gender:**
  - Male: 47%
  - Female: 53%

- **Age:**
  - 13-18: 9%
  - 19-24: 10%
  - 25-54: 24%
  - 55-64: 56%
  - 65+: 0.50%
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PRESENTING SPONSOR

- Sponsor will be the presenting sponsor of the event
- Sponsor brand name or logo will be placed prominently on the main stage sign, and all miscellaneous signage and branding
- Sponsor will be provided a 10'x20’ exhibit space for community outreach, product sampling and information distribution.
- Sponsor will be provided tents, tables, chairs, and electricity 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 appear on event poster and postcard for high visibility and recognition and will be distributed to high visibility retail locations throughout the greater Seattle area.
- 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, North American Post, and the International Examiner (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 will receive top tier logo placement on the primary event website with a link to sponsor website
- Sponsor will be acknowledged on CIDBIA social networking sites
- Logo will appear on the primary event website with a link to sponsor website.
- Sponsor collateral will be made available for distribution with the concierge at the Information Booth
- Sponsor will receive public address announcements on the Main Stage throughout the event
- Sponsor logo to be printed on the back of all event t-shirts
- Sponsor will be provided (4) parking passes
- Sponsor will receive (4) official event t-shirts

CULTURAL PAVILION SPONSOR

- Sponsor brand name or logo will be placed prominently on the Family and Cultural sign
- Sponsor will be provided a 10’x20’ exhibit space for community outreach, product sampling and information distribution.
- Sponsor will be provided tents, tables, chairs, and electricity 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 appear on event poster and postcard for high visibility and recognition and will be distributed to high visibility retail locations throughout the greater Seattle area.
- 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, North American Post, and the International Examiner (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 will be acknowledged on CIDBIA social networking sites
- Logo will appear on the primary event website with a link to sponsor website.
- Sponsor logo to be printed on the back of all event t-shirts
- Sponsor will be provided (4) parking passes
CHINATOWN GATE SPONSOR  $10,000

- Sponsor will be provided a 10’x20’ exhibit space for community outreach, product sampling and information distribution.
- Sponsor will be provided tents, tables, chairs, and electricity as needed.
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- Sponsor brand name or logo will appear on event poster and postcard for high visibility and recognition and will be distributed to high visibility retail locations throughout the greater Seattle area.
- 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, North American Post, and the International Examiner (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 will be acknowledged on CIDBIA social networking sites.
- Logo will appear on the primary event website with a link to sponsor website.
- Sponsor logo to be printed on the back of all event t-shirts.
- Sponsor will receive (4) official event t-shirts.

PHOTO BOOTH SPONSOR  $7,500

- Sponsor brand name or logo will prominently appear on every photo booth picture, which event goers can take home for free.
- Sponsor will be provided a 10’x10’ exhibit space for community outreach, product sampling and information distribution, adjacent to the photo booth.
- Sponsor will be provided tents, tables, chairs, and electricity as needed.
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- Sponsor logo will be featured in the official Lunar New Year Celebration program guide to be distributed throughout the event.
- Sponsor will be acknowledged on CIDBIA social networking sites.
- Logo will appear on the primary event website with a link to sponsor website.
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PAGODA SPONSOR

$5,000

• Sponsor will be provided a 10’x10’ exhibit space for community outreach, product sampling and information distribution.
• Sponsor will be provided tents, tables, chairs, and electricity as needed.
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• Sponsor brand name or logo will appear on event poster and postcard for high visibility and recognition and will be distributed to high visibility retail locations throughout the greater Seattle area.
• 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, North American Post, and the International Examiner (ads produced by CIDBIA).
• Sponsor logo to be printed on the back of all event t-shirts.

COMMUNITY PARTNER

$2,500

• Sponsor will be provided a 10’x10’ exhibit space for community outreach, product sampling and information distribution.
• Sponsor will be provided tents, tables, chairs, and electricity as needed.
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• Sponsor brand name or logo will appear on event poster and postcard for high visibility and recognition and will be distributed to high visibility retail locations throughout the greater Seattle area.
• 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, North American Post, and the International Examiner (ads produced by CIDBIA).
• Sponsor logo to be printed on the back of all event t-shirts.