



ເທສກາຣມະຫາສົງການປີໃໝ່ລາວນາງຊາດ

2nd International Lao New Year Festival (ILNYF)

Celebrate, Collaborate, Educate & Advocate

San Francisco City Hall's Civic Center | Saturday, April 10, 2010

Day Festival: 10am-5pm | Evening Reception: 7pm-12am

SPONSORSHIP FORM

Name of Business (Donor)

Contact Name

Address

City

State

Zip

Daytime Phone Number

Cell

Fax

Email Address

YES! WE SUPPORT THE SECOND INTERNATIONAL LAO NEW YEAR FESTIVAL WITH THIS SPONSORSHIP:

Your donation is tax deductible as allowed by law. The International Lao New Year Festival is fiscally sponsored by the Center for Lao Studies, a 501(c)(3) non-profit organization.

SPONSORSHIP LEVEL (Please select all that applies below)

- Underwriter** \$ 25,000 _____
Main entertainment and performance stage sponsor
- Platinum Level** \$ 15,000 _____
Heritage Pavilion sponsor
- Gold Level** \$ 8,000 _____
Kato Lao/Special Event sponsor
- Silver Level** \$ 5,000 _____
Tum Maak Hoong Contest/Special Event sponsor
- Bronze Level** \$ 2,500 _____
New Year Water Splashing/Special Activity Sponsor

DUE BY MARCH 10, 2010

To ensure proper credits in pre-festival promotional materials and TV advertisements.

PLEASE NOTE:

As guest vendor to the International Lao New Year Festival, you are required to keep your area clean and sanitary at all times, and are expected to leave your area in the same condition as received.

Please make checks payable to:

International Lao New Year Festival
C/O Center for Lao Studies
65 Ninth Street
San Francisco, CA 94103
Tel: 415.680.4027
Fax: 415.565.0204
Email: sourichanh@lana-usa.org
www.laonewyear.com

AGREEMENT

I, the undersigned, have read, understood and agree to comply with the Terms and Conditions of this application.

Print Name

Organization/Business Name

Signature

Date



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Benefit of Sponsorship and Partnership

New Market Exposure:

- Establish and maintain a relationship with the growing Lao and other Asian American communities
- Reach an emerging Southeast Asian community who share the same New Year celebration, with the Lao, such as the Thai, Cambodian, Burmese, and the Lue (Dai) of *Sipsong Panna* (Xishuangbanna in southern Yunnan Province of China) and other Lue communities
- Promote your organization regionally, statewide, nationally, and internationally through our international participants, and guest performers
- Name recognition to a highly desirable audience
- Create interest in your products and services
- Affiliate your business with leading national Lao American organizations
- Invest in the community through educational, cultural, and entertainment programming
- Facilitate a unique cultural experience
- Promote the sharing and integration of the Lao American identity to the rich tapestry of the American culture

Media Exposure:

- Coverage in mainstream and community newspapers, AsianWeek, Via Magazine, Hyphen Magazine, LaoAmerican Magazine, and Lokdamneun Magazine
- Radio announcements promoting the festival, including Voice of America, Radio Free Asia, both with a national and international based audience
- TV Commercials on LOTV, Nat TV, and Champa TV
- Broadcast marketing on Lao Oversea TV, Nat TV, and Champa TV, including live day-of-event feeds from festival site
- Exposure to millions of viewers via satellite TV worldwide

Strong Web Presence:

- Your logo on official festival website
- Link from official website www.laonewyear.com
- Link to all 3 of the hosting organizations for Underwriter and Platinum Sponsors Only: Center for Lao Studies (www.laostudies.org), Laotian American National Alliance (www.lana-usa.org), and Lao Heritage Foundation (www.laoheritagefoundation.org)
- Recognition in regular and scheduled communication sent to over 40,000 key members of the Lao and other Asian American communities and all interested in Laos and its people

Access to Consumers:

- The festival is expected to attract over 40,000 people
- Reach international mainstream audience
- Connect with the Lao and Asian American markets
- Reach worldwide Lao audiences of all ages/walks of life, an emerging community of thriving consumers

Support a Unique Celebration:

- World class performances by Smithsonian folk artists
- Promote Lao Recording Artists
- Introduce a uniquely Lao cuisine as reflected in the papaya salad contest
- Showcase of new and old traditions through exhibits, performances, Buddhist religious practice of alms offering, and *suukhwan*, a spirit calling and well wishing ceremony
- Shared experience of a vibrant culture provides community visibility and pride



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SPONSORSHIP

UNDERWRITER—\$25,000

- Main entertainment and performance stage sponsor
- 10 tickets to the evening reception
- Logo with live hyperlink on official website www.laonewyear.com for a full year
- Link to all 3 of the hosting organizations for Underwriter and Platinum Sponsors Only: Center for Lao Studies (www.laostudies.org), Laotian American National Alliance (www.lana-usa.org), and Lao Heritage Foundation (www.laoheritagefoundation.org)
- Logo in all television commercials (if submitted by March 10, 2010)
- One email highlighting the underwriter's involvement to all 3 organizations' mailing list
- Prominent display of company name and logo in all marketing and day-of-event materials including posters, brochures, mailers, emails, etc.
- Front cover of program booklet recognition
- Corporate signage on stage
- Verbal recognition during day festival and evening reception opening and closing remarks
- Two (2) 10 ft x 10 ft booths with canopy for company information table
- Prominent full page color corporate ad in program booklet
- Display of company logo, name, and sponsorship title on official ILNYF 2010 t-shirt
- Opportunity to send promotional materials to be handed out to attendees
- Other special benefits can be designed to meet your organization's needs

PLATINUM LEVEL—\$15,000

- Lao Heritage Pavilion sponsor
- 5 tickets to the evening reception
- Logo with live hyperlink on official website www.laonewyear.com for a full year
- Link to all 3 of the hosting organizations for Underwriter and Platinum Sponsors Only: Center for Lao Studies (www.laostudies.org), Laotian American National Alliance (www.lana-usa.org), and Lao Heritage Foundation (www.laoheritagefoundation.org)
- Preferred display of company name and logo in all marketing and day-of-event materials including posters, brochures, mailers, emails, etc.
- Corporate signage on entrance to pavilion
- Verbal recognition during day festival and evening reception opening and closing remarks
- One (1) 10 ft x 10 ft booth with canopy for company information table
- Preferred full page color corporate ad in program booklet
- Display of company name and sponsorship title on official ILNYF 2010 t-shirt
- Opportunity to send promotional materials to be handed out to attendees
- Other special benefits can be designed to meet your organization's needs

Photos by: Boon Vong



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GOLD LEVEL — \$8,000

- Kato Lao Championship Demonstration Special Event sponsor
- 5 tickets to the evening reception
- Preferred display of company name and logo on festival website
- Logo with live hyperlink on official website www.laonewyear.com for a full year
- Preferred display of company name and logo in all marketing and day-of-event materials including posters, brochures, mailers, emails, etc.
- Corporate signage at Kato Lao field
- Verbal recognition during day festival and evening reception opening and closing remarks
- One (1) 10 ft x 10 ft booth with canopy for company information table
- Preferred half page color corporate ad in program booklet
- Display of company name and sponsorship title on official ILNYF 2010 t-shirt
- Opportunity to send promotional materials to be handed out to attendees

SILVER LEVEL — \$5,000

- Tam Maak Huung (Green Papaya Salad) Contest/Special Event sponsor
- 5 tickets to the evening reception
- Preferred display of company name and logo on festival website
- Logo with live hyperlink on official website www.laonewyear.com for a full year
- Preferred display of company name and logo in all marketing and day-of-event materials including posters, brochures, mailers, emails, etc.
- Verbal recognition during day festival, evening reception opening, and closing remarks
- One (1) 10 ft x 10 ft booth with canopy for company information table
- Preferred half page color corporate ad in program booklet
- Display of company name on official ILNYF 2010 t-shirt
- Opportunity to send promotional materials to be handed out to attendees

BRONZE LEVEL — \$ 2,500

- New Year Water Splashing/Special Activity Sponsor
- 2 tickets to the evening reception
- Preferred display of company name and logo on festival website
- Logo with live hyperlink on official website www.laonewyear.com for a full year
- Preferred display of company name and logo in all marketing and day-of-event materials including posters, brochures, mailers, emails, etc.
- Verbal recognition during conference opening and closing remarks
- One (1) 10 ft x 10 ft booth with canopy for company information table
- Preferred quarter page color corporate ad in program booklet
- Display of company name on official ILNYF 2009 t-shirt
- Opportunity to send promotional materials to be handed out to attendees



Photo by: Boon Vong



Photo by: Boon Vong



Photo by: Boon Vong



Photo by: Vinya Sysamouth



Photo by: Boon Vong