



3RD INTERNATIONAL LAO NEW YEAR FESTIVAL (ILNYF)

ເທສກາຣມະຫາສິງກາຣປີໃໝ່ລາວນາງຊາດ ★ Celebrate, Collaborate, Educate & Advocate

San Francisco City Hall's Civic Center ★ Saturday, April 30, 2011

September 1, 2010

Dear Sir/Madam,

On behalf of the Third International Lao New Year Festival (ILNYF), we invite you to join in our community's largest annual celebration to be held at the San Francisco Civic Center on **Saturday, April 30, 2011** in San Francisco, California, USA. We invite you to support our efforts by becoming a sponsor, advertising, and/or participating in this very important festival.

As a sponsor, your corporation will reach a significant number of potential consumers, which includes unique demographics, such as an emerging and thriving multi-ethnic Laotian American community, and members of the growing Asian American community. The Thai, Cambodian, Burmese, and Lue (Dai) also share the same new year and will join the festival as we celebrate our collective holiday.

ILNYF is one of the largest Southeast Asian American cultural festivals in the country. Totaling almost two million, Southeast Asian Americans are the largest groups of refugees to be resettled in the United States thus far, and includes the Vietnamese, Laotian, Cambodian, and Burmese communities. We are expecting over 40,000 people to attend our outdoor all-day festival at the San Francisco City Hall's Civic Center. In the evening we will feature Outstanding Achievement Awards and Miss Lao International Pageant.

As a result of the Indochina Conflict (Vietnam War), refugees from Laos have called the United States home for the last three decades. The first wave of refugees came to the U.S. in late 1970s. Close to one million people of ancestry from Laos now live in the US, and about 35,000 of them reside in the San Francisco Bay Area.

After 30 years in the U.S., still little is known of our experiences, cultures, and way of life by other Americans. This festival will provide an opportunity for our community to promote a deeper understanding of our traditions and people, present a uniquely American identity, and to show our rich cultural practices. The ILNYF is the first of its kind and by supporting it, you not only facilitate the coming together of a growing community to celebrate an ancestral heritage that is woven into the great American cultural fabric, but also allow us to open our world to a broader general audience.

The three main hosts of the ILNYF 2011 are prominent and leading national non-profit organizations with a solid reputation and a long list of successful national and international programs and events. We are very excited to be able to foster pride in our youth and elders, and to pave ways for a cultural celebration unique to the Lao American community.

We would love the opportunity to meet with you to discuss how we can mutually benefit from our partnership. **If you are interested in being a sponsor and want to be included in all our promotional materials, the due date is February 25th. Advertisement in our program booklet will be due on April 8th.** We hope that you will be able to partake in this significant step for the Laotian Americans and Laotians across the globe. We appreciate your support, and look forward to hearing a favorable answer from you.

Sincerely,

Phoumy Sayavong
Co-Chair
Center for Lao Studies
www.laostudies.org

Sourichanh (Sirch) Chanthyasack
Co-Chair
Laotian American National Alliance
www.lana-usa.org

Pom Outama Khampradith
Co-Chair
Lao Heritage Foundation
www.laoheritagefoundation.org



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ປີໃໝ່ລາວ | Pii May Lao or Lao New Year

The Lao people celebrate their New Year, *Pii May* (pronounced Pii-My) (ປີໃໝ່) or *Kut Songkaan* (ກຸດສົງການ) according to the ancient Hindu calendar, which falls around April 13, 14, or 15 in the Gregorian calendar. The celebration is considered to be the most important and biggest traditional festival in the country. The festival coincides with the end of the dry season and the start of the monsoon season. It is seen as a day of rebirth and purification.

Pii May Lao is a three-day event. The first day is called *Sangkhan Luang* (ສັງຂານລ່ວງ) or the last day of the old year. This is the time when people clean their houses in preparation for the New Year. On this day, people earn merit and blessings by building mounds of sand, usually on the river banks and temple grounds, which are then decorated with small triangular flags, flowers, money and candles. This day falls on Thursday, April 14th in 2011.

The second day is called *Sangkhan Nao* (ສັງຂານເນົາ), which is the day between the old and the New Year (This day is considered neither to be part of the old year or the New Year). *Sangkhan Nao* is also known as the day of rest, which means all work is forbidden. Only fun activities should take place such as visiting relatives and friends, taking a day trip or the customary throwing of water on friends and passers-by. At night time, there is usually a *Lamvong* (ລຳວົງ) or circle dancing party and everyone dresses their best to partake in the celebration. Plenty of food and drinks are available well into the night. This year, *Sangkhan Nao* is only one day long and falls on Friday, April 15th.

The third day of the Lao New Year is called *Sangkhan Kheun Pii May* (ສັງຂານຂຶ້ນປີໃໝ່). It is the start of the New Year and is the most joyous day of the festival. People go to the temple and make offerings to gain merit. Young people prepare scented water with flowers and visit their grandparents, parents, and elders. They rinse the elders' hands with the water and ask for their blessings and forgiveness for any wrong-doings in the past year. At home they engage in a special family ceremony called the *Suukhwan* (ສູ່ຂວັນ) or *Baci* (ບາສີ) to welcome the New Year in which participants then take turns tying the blessed white strings around each other's wrists to wish them good luck and prosperity for the New Year.

For 2011 the Lao New Year day falls on **Saturday, April 16th**.

Article provided by Vinya Sysamouth, Ph.D, Center for Lao Studies



IN THE NEWS

- San Francisco Chronicle, SFgate.com | The New York Times | AsianWeek | Only In San Francisco
- San Francisco Public Library | Lao Overseas TV | Radio Free Asia | Lao Champa TV | Lao Star TV | LaoBuddy.com
- Lokdamneun Magazine | LaoKingdom.com | Hyphen Magazine | SFArts.org | APEX Express, KPFA 94.1FM
- Lao Roots Magazine | Voice of America (VOA) | Lao American Magazine

OFFICIAL RECOGNITIONS

- San Francisco Board of Supervisors Proclamation | California State Senate Resolution | Certificate of Honor
- Greetings and Congratulations | Marin County Resolution | Congressman Mike Honda Greetings



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TENTATIVE PROGRAM

**TRADITIONAL LAO FOOD, HANDICRAFTS, and ART BOOTHS
EDUCATIONAL and CULTURAL ACTIVITIES, ENTERTAINMENT
and MORE!**

Cultural Activities:

Tak Baht or Buddhist Alms Offering Ceremony

New Year Unity Parade

Suukhwan/Baci New Year Welcoming Ceremony

Receive Blessings by Tying Well Wishing Strings on Wrists

Film Screening at the SF Main Library

Recreational Activities:

Tam Maak Huung/Green Papaya Salad Contest

The Biggest Green Papaya Salad Contest with Prizes

New Year Water Splashing Activities

Muay Lao Demonstration

Children and Youth Activities

Educational Activities

Hepatitis B/Liver Cancer Awareness Activities

Cultural Performances:

Khene Music & Lam Folk Songs

Traditional Music and Dance Performances

Kinnaly—Lao Traditional Music and Dance Troupe from Seattle

Multi-Cultural Performances

Bay Area Lao Dance Troupes

Khmu Traditional Dances

Hmong International New Year Dance Troupe

Burmese Traditional Dance Troupe

Cambodian Traditional Dances

Shaolin Temple U.S.A. - Kung Fu

Thai Traditional Dances

Au Co Vietnamese Cultural Center-Little Saigon, SF

Sri Lankan Traditional Performances

Filipino Traditional Performances

Entertainment:

Miss Lao International Pageant

Benefit Concert

Contemporary Lao American Pop, Rock, Hip-Hop, & Traditional Singers

Premier Local Bands

International and Local Performers

Evening Gala (St. Mary's Cathedral, 1111 Gough Street, San Francisco)

Crowning of Miss Lao International Pageant

Fashion Show featuring Andy South from Project Runway

Outstanding Community, Academic, and Artistic Achievement Awards

Live Concert

(Dinner included)



St. Mary's Cathedral



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FESTIVAL VENDOR FORM

Name of Business (Applicant) _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Daytime Phone Number _____ Cell _____

Fax _____ Email Address _____

PLEASE NOTE:

Vendor Application should be submitted no later than **SIX** weeks before the Event (50% late fee if less than 2 weeks). Food vendors can submit their own permits, although it is highly recommended that the Festival Committee collect and submit all vendor permits as a single package. This allows us to know that all food vendors have submitted their permit applications and inspection fees. It is recommended that a food vendor has knowledge of how to operate a commercial or institutional food operation and be aware of public health regulations. Use plastic tarps under your cooking area to avoid spilling oil on the ground.

NO FOOD PREPARATION AT HOME!

Submit your applications early.

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. ****Security deposit of \$200 will be returned within two weeks after New Year upon inspection by us before you leave & clearance by Park & Rec inspection.**

YES! WE SUPPORT THE 3rd INTERNATIONAL LAO NEW YEAR FESTIVAL WITH THIS FESTIVAL VENDOR BOOTH:

Early Bird Special 10% Discount by March 4, 2011
50% refund if cancelled before March 11, 2011
No refund if cancelled after March 11, 2011

FEE SCHEDULE (Please select all that applies below)

Sale of bottled water is exclusively reserved for ILNYF committee.

BOOTH RATES

<input type="checkbox"/> Food Booth* (only 15 available)	\$495	_____
Refundable damage deposit	\$200	_____
Fire Dept. Fire Watch Personnel Fee	\$62.40	_____
Fire Dept Fuel Type Permit	\$90/Type	_____
Public Health Application Fee	\$99	_____
SF Tax Collector (Health Inspection Fee)	\$88	_____

*Food vendors are required to attend an orientation in San Francisco one month prior to the Festival. Proper information will be provided by a Festival representative.

<input type="checkbox"/> Business Booth	\$495	_____
<input type="checkbox"/> Arts/Crafts/Textiles Booth	\$395	_____
<input type="checkbox"/> Non-Profit/Public Services	\$295	_____

GRAND TOTAL

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

AGREEMENT

I, the undersigned, have read, understood and agree to comply with the Terms and Conditions of this application. In addition to this (1) "Festival Vendor" and (2) "Terms and Conditions" forms, I will submit (3) the SF Health Dept's "Food Concession Application"; (4) SF Fire Dept's "Fuel Type Permit Application"; and (5) "Vendor Acknowledgment Receipt Form".

Print Name _____

Organization/Business Name _____

Signature _____

Date _____



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ADVERTISEMENT FORM

Name of Business (Donor)

Contact Name

Address

City

State

Zip

Daytime Phone Number

Cell

Fax

Email Address

YES! WE SUPPORT THE 3rd INTERNATIONAL LAO NEW YEAR FESTIVAL WITH THIS ADVERTISEMENT:

**Early Bird Special 10% Discount
by March 4, 2011**

Program Booklet Advertisement Rates

- | | | |
|--|-------|-------|
| <input type="checkbox"/> Full Page Color (8.5 inches X 11 inches) | \$600 | _____ |
| <input type="checkbox"/> Half Page Color (7.75 inches X 4.75 inches) | \$400 | _____ |
| <input type="checkbox"/> Quarter Page Color (3.75 inches X 4.75 inches) | \$250 | _____ |
| <input type="checkbox"/> Business Card Size Color (2.5 inches X 4.75 inches) | \$100 | _____ |

Ad Deadline: April 8, 2011.

GRAND

TOTAL

HOW TO SUBMIT YOUR AD

- A camera-ready ad
- Ads could be sent electronically via email (as attachment) to **phoumy@gmail.com (510) 323-3471**.
- We could also design your ad to fit in our program booklet, provided that you send us your logo and information by the deadline.

Please make checks payable to:

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Print Name

Organization/Business Name

Signature

Date



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CASH DONATION & IN-KIND DONATION FORM

Name of Business Donor

Contact Name

Address

City

State

Zip

Daytime Phone Number

Cell

Fax

Email Address

DONATED CASH	
LEVEL	AMOUNT
Diamond	<input type="checkbox"/> \$2000+
Platinum	<input type="checkbox"/> \$1,000—\$1,999
Gold	<input type="checkbox"/> \$500—\$999
Silver	<input type="checkbox"/> \$100—\$499
Jade	<input type="checkbox"/> \$5—\$99
TOTAL	\$

DONATED IN-KIND ITEMS (please list)	
ITEMS	MARKET VALUE
TOTAL VALUE	

Please make checks payable and/or send donation to:

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 65 Ninth Street
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The organizing committee will gladly arrange
 for donation pick up.
 Please contact us.
 Thank you!

The Center for Lao Studies (CLS) is the fiscal agent for the ILNYF. CLS is a 501(c)(3) non-profit (EIN:20-4469790). Contributions and donations are tax deductible for income tax purpose to the extent allowed by law. The IRS does not allow the Center for Lao Studies to place a value on your donations. The information above is needed for our internal record keeping and serves as a receipt for your tax purposes.

Donor Signature: _____
 Received by: _____
 Date: _____



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