



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* (ກຸດສິງການ) 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)



Photos by: Boon Vong



Andy South



St. Mary's Cathedral



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SPONSORSHIP LEVELS, INCENTIVES & RATES

	UNDERWRITER \$15,000	PLATINUM \$12,000	GOLD \$8,000	SILVER \$5,000	BRONZE \$2,500
Event Sponsor Type	Main Entertainment Stage	Miss Lao Int'l Pageant	Heritage Pavilion	Unity Parade	Lao Papaya Salad Contest
Number of complimentary evening Gala VIP Tickets	10	8	5	2	2
Logo with hyperlink on official website for 1 year	Yes	Yes	Yes	Yes	Yes
Link to all 3 host organizations	Yes	Yes	Yes	-	-
Logo in satellite TV commercials (if submitted by March 1, 2011)	Yes	Yes	Yes	-	-
Company name and logo in all marketing and festival materials	Yes	Yes	Yes	-	-
Recognition on front cover of program booklet	Yes	Yes	Yes	Yes	Yes
Size of corporate signage on stage (L=4'x6'; M=3'x5'; S=2'x4')	Large	Medium	Small	Small	-
Verbal recognition during day festival and evening gala	Yes	Yes	Yes	Yes	Yes
Number of complimentary 10ft x 10ft booth with canopy	2	1	1	-	-
Size of complimentary color ad in program booklet	2 Full Pgs	1 Full Pg	1/2 Pg	1/2 Pg	1/4 Pg
Display of company logo and name on festival T-shirt	Yes	Yes	Yes	Yes	Yes
Opportunity to send promotional materials to attendees	Yes	Yes	Yes	Yes	Yes

Other special benefits can be designed to meet your organization's needs. Please contact us with your request.

All photos by: Boon Vong





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SPONSORSHIP 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 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** \$ 15,000 _____
Main entertainment and performance stage sponsor
- Platinum Level** \$ 12,000 _____
Miss Lao International Pageant Sponsor
- Gold Level** \$ 8,000 _____
Heritage Pavilion Sponsor
- Silver Level** \$ 5,000 _____
Unity Parade Sponsor
- Bronze Level** \$ 2,500 _____
Lao Papaya Salad Contest Sponsor

GRAND TOTAL

To ensure proper credits in pre-festival promotional materials and TV advertisements, please confirm by February 25, 2011.

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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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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 Email: sourichanh@lana-usa.org

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