



## 3<sup>RD</sup> INTERNATIONAL LAO NEW YEAR FESTIVAL (ILNYF)

ເທສກາຣມະຫາສິງກາຣປີໃໝ່ລາວນາງຊາດ ★ *Celebrate, Collaborate, Educate & Advocate*

Day Festival: San Francisco's UN Plaza ★ Evening Gala: St. Mary's Cathedral ★ 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 United Nations Plaza 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 day festival at the UN Plaza in San Francisco. In the evening we will feature Outstanding Achievement Awards, Miss Lao International Pageant, and the fashion of Andy South from Project Runway.

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  
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