



3RD 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
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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THE HOSTING ORGANIZATIONS

About Center for Lao Studies (CLS)

The Center for Lao Studies was formed in 2006 as an outcome of the First International Conference on Lao Studies. It is a 501(c)3 non-profit, public benefit organization, incorporated in the state of California. The mission of the Center for Lao Studies is to advance knowledge and engagement in the field of Lao Studies through research, education, and information sharing.

As a resource center for the general public and persons of Lao heritage, CLS serves as a liaison with cultural organizations, universities, academia, associations, and institutions.

About Laotian American National Alliance (LANA)

Established in 1999, LANA is the oldest and only national community development & leadership organization advocating for social justice, educational, civic rights, professional; resources for Laotian Americans in the U.S.

LANA's vision is to be the "Premier resource and advocacy organization in the United States who strives to cultivate the strengths and leadership of all Laotian Americans comprising of the diverse ethnic communities from Hmong, Iu-Mien, Khmu, Lahu, Lao, Tai Lue, Phu Tai, Tai Dam, Tai Phuan and other descendants from Laos who make up the dynamic, collective Laotian American community." Our mission as a national organization, is dedicated to advancing the social, and economic well-being of Laotian Americans in the United States through civic participation and public policy advocacy.

About Lao Heritage Foundation (LHF)

The Lao Heritage Foundation is a non-profit organization with 501(c)3 status, established in September 2004 by a group of Lao Americans who wanted to learn more about their culture and to share that knowledge with other Lao Americans and the world at large.

The mission of the Lao Heritage Foundation is to preserve, promote, and transmit Lao culture through the arts. The uniqueness of the foundation can be noted in its efforts to connect the younger generation with their heritage and culture, to bridge the gap with the older generation, and to offer a sense of unity with other Lao people across the globe.

PRESS CONTACT: Media Contact and Festival Coordinator

Mr. Sourichanh (Sirch) Chanthyasack
Tel: 415.680.4027 or email to sourichanh@lana-usa.org

Lao Media Contact

Mr. Vinya Sysamouth, Ph.D.
Tel: 415.874.5578 or email to vinya@laostudies.org



Center for Lao Studies

at American Friends
Service Committee
65 Ninth Street
San Francisco, CA 94103 - USA
Tel: 415.874.5578
Fax: 415.565.0204
www.laostudies.org



Laotian American National Alliance

1628 16th Street NW
Washington, DC 20009 - USA
Tel: 202.210.3731
Fax: 202.462.2774
www.lana-usa.org



Lao Heritage Foundation

P.O. Box 28580
Seattle, WA 98118 - USA
Tel: 206.227.6394
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!

DAY FESTIVAL: UN Plaza

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)

- | | | | |
|--------------------------|--|------------------|-------|
| <input type="checkbox"/> | Underwriter | \$ 15,000 | _____ |
| | Main entertainment and performance stage sponsor | | |
| <input type="checkbox"/> | Platinum Level | \$ 12,000 | _____ |
| | Miss Lao International Pageant Sponsor | | |
| <input type="checkbox"/> | Gold Level | \$ 8,000 | _____ |
| | Heritage Pavilion Sponsor | | |
| <input type="checkbox"/> | Silver Level | \$ 5,000 | _____ |
| | Unity Parade Sponsor | | |
| <input type="checkbox"/> | 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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FESTIVAL VENDOR FORM

Name of Business (Applicant) _____

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 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 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.**

Please make checks payable to:

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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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Terms and Conditions

1. **Full payment due upon submission of application**
2. **Deadline March 21, 2011 for food booths only**
3. **Acceptance:** Upon revision and approval of your application, ILNYF will notify you of your acceptance status. **ILNYF reserves the right to refuse any applications that do not meet the mission and vision of ILNYF.**
4. **Orientation Training:** The San Francisco Department of Public Health (SFPDH) requires all Food Vendors to attend a required Food Safety Orientation Meeting one month before the Festival. At the Meeting each Vendor must show that at least one member of the Vendor's business or organization has attended a Food Safety Course offered by their city or county, and must show the Food Safety Certificate that they have received from the course. A representative from the Festival will provide all the details of this orientation. The city will not allow any vendor to sell food if he/she fails to attend this orientation.
5. **Space Assignment and Vendor Packets:** Accepted vendors will be sent their space assignment and information packets by April 18, 2011. Booth locations and availability are based on a first come first served basis. There are up to 100 booths.
6. **Booth and Tables:** One (1) 10'x 10' white booth with 3-sided panel will be erected for you, including 2 chairs and 1 table.
7. **Hours:** Load in time is 6AM—10AM; Food booths ready for inspection by 9AM. Hours of operations are from 10AM—5PM; Breakdown is from 5PM—7PM
8. **Food Sales:** All food sales need to be in strict compliance with the rules and regulations of the California's Department of Public Health and city of San Francisco. *Security deposit of \$200 will be returned within two weeks after New Year upon inspection by Festival Committee before you leave & clearance by Park & Rec inspection.*
9. **Electricity:** Please make sure to mark the appropriate box if you will need an electrical outlet. Further details will be mailed to you with the confirmation of your acceptance status.
10. **Lost Items:** ILNYF is not responsible for any items lost or stolen during the festival.
11. **Cancellation of Event:** ILNYF shall not be liable for any loss or damage for cancellation of the event, failure to deliver possession of the Premises or requested equipment or its failure to perform any other obligations hereunder, due to any circumstances beyond its reasonable control, including acts of God, fires, floods, wars, sabotage, accidents, power failures, labor disputes or shortages, governmental laws, ordinances, rules and regulations, whether valid or invalid, or any other similar or different contingency.
12. **Cancellation and Refunds:** Cancellations before March 11, 2011, will receive 50% of your application fee within 30 days following the event. Vendor no-shows will not be refunded. No refunds after March 11, 2011.
13. **Limitation of Liability:** ILNYF's liability under this Agreement shall be limited to the amount of the fees paid by the Applicant. In no event shall ILNYF be liable for any incidental, special, consequential, or exemplary damages, INCLUDING BUT NOT LIMITED TO LOSS OF REVENUE, LOSS OF USE OF EQUIPMENT OR ANY ASSOCIATED EQUIPMENT, COST OF CAPITAL, COST OF REPLACEMENT EQUIPMENT, and DOWNTIME COSTS OR CLAIMS OF CUSTOMERS OF APPLICANT. The foregoing waiver provisions shall apply to the fullest extent permitted by law and regardless of fault. As an inducement to ILNYF to enter into this Agreement, Applicant assumes all risks and liabilities whatsoever in connection with its use of the premises and agrees to be solely responsible for the security of all of its own property and of personal property under its custody and control in the premises and for any repairs to or replacement or compensation for such property which may arise out of any theft, loss or damage thereto, and ILNYF shall have no responsibility thereafter.
14. **ILNYF's Termination Rights:** ILNYF shall notify the undersigned of any breach of the contract terms as soon as reasonably possible. Upon notification, ILNYF may at its options immediately terminate, cancel or suspend this contract, and thereafter. ILNYF shall be entitled to payment in full under this contract.
15. **No Assignment:** This agreement is personal to Applicant, and Applicant shall not assign, transfer, sublicense, in whole or in part, or grant any other party the right to use the Premises, except with the written consent of ILNYF, which consent may be withheld in ILNYF's sole and absolute discretion.
16. **Surrender Booth:** Upon completion of the Festival, the booth needs to be surrendered in the same condition it was received. Applicant is responsible for the cost of repairing any damage to the Booth, materials and equipment caused by the Applicant, its employees, agents, contractors or guests.

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:

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

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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:

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

**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: _____