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# **2024 Year of the Dragon Chinese New Year Celebration**

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**March 9, 2024**  
33 W. Alpine Avenue  
Stockton, CA

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## **Sponsorship Levels and Benefits**

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**Chinese New Year  
Celebration**  
P.O. Box 692035  
Stockton, CA 95269-2035

**The 2024 Chinese New Year Festival will celebrate the Year of the Dragon  
We invite you to become part of this auspicious event!  
The CNY Festival will be held on Saturday, March 9, 2024  
in the heart of Stockton**

### **Our Organization**

The Chinese Cultural Society of Stockton (CCSS) is a non-profit 501c(3) volunteer run organization formed in 1978. Our mission is to promote an awareness and appreciation of Chinese culture in the community. The Chinese New Year Celebration (CNYC) is our annual premier event showcasing many aspects of the Chinese heritage and diversity in the area.

For more than four decades, CCSS has reached out to share the varied involvement of the Chinese in our community. Aiming to nurture the future, we grant academic scholarships to area high school students and oversee many generous family awards. Our annual activities and projects are solely supported by membership dues and business sponsorships of the Chinese New Year Celebration.

Few realize that in modern times the American Chinese in Stockton are the only ethnic group to give the city public gifts: The flag pole in front of City Hall, the Confucius monument at McLeod Lake, and a gate at Weber Point. Comprising nearly one-fourth of Stockton's population, the American Chinese are without a doubt a mainstay of this city.

### **Your Support**

The annual Chinese New Year Celebration is comprised of an indoor Festival with renowned entertainment, lion dancers, diverse vendors and ethnic foods.

This one-day event is the largest of its scope in the San Joaquin Valley. Your support will reach the local residents who enjoy the culmination of months of planning and acquired financial support. Please consider one of the levels of sponsorship described. A variety of areas can be customized to your interests.

Your generosity will help to bring a more auspicious and spectacular event to the Greater Stockton area!

Thank you for your consideration.

## **Sponsorship Levels and Details of Benefits**

### **Emperor's Throne Sponsor - \$10,000 level**

Your organization will be featured in all media and print advertising of the Chinese New Year Celebration (CNYC). Give us an opportunity to show you how we can promote your company to all event attendees and customize your exposure with banners, full page program ad, radio announcements, admission tickets and more!

Everywhere you look, your company will be featured as the Title Event Sponsor and include **all** of the benefits listed below. You and your company will be treated as royalty! Let us know as soon as possible, so we can get started on this exciting partnership!

### **Empress' Theatre Sponsor - \$7,500 level**

The main stage will proudly display your company support with banners, as well as numerous mentions by our loquacious emcees. Up to 24 guests will be admitted, receiving VIP seating and food service in the auditorium. We will include a full page ad in our program book and a vendor booth. With your support, we can bring in premium Lion Dance groups and first rate entertainers.

### **Platinum Food Court Sponsor - \$5,000 level**

Sponsor our Food Court and customize our gathering place with your logo. Your Company will be featured on the entrance banners, program handouts and flyers. Your 16 guests will receive special seating and food service in the auditorium. A vendor booth and ad are also included.

### **Gold Children's Activity Sponsor - \$2,000 level**

Children are certainly our future. Help us bring art, crafts and fun activities for the youth to enjoy! Recognition on all flyers and Sponsor displays will proudly feature your company logo. Invite 8 guests to join the fun! We will work with you to develop giveaways with your logo.

### **Jade Photo Wall Sponsor - \$1,000 level**

Sponsor a Selfie Wall! Your company logo will be used as backdrop on a prime spot for a Photo Wall. Four admission tickets will be included. Your generous support will also be acknowledged on all CNYC posters, handouts, website, program and sponsor recognition boards around the event venue.

### **Dynasty Partner - \$500 level**

We would love to partner with you to bring the fun to our festival. Acknowledgement on our flyers and in our program will feature your much appreciated support and company logo.

### **Happy Family - \$250 level**

Our friends will be listed on our website; in our full color program book, given out to all attendees and recognition on sponsor boards displayed throughout the event.

## Sponsorship Registration Form

**Deadline to Register: Friday, January 26, 2024**

Company/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Alternate Phone No: \_\_\_\_\_

Email: \_\_\_\_\_

Brief Description of Business: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Level	\$250	\$500	\$1,000	\$2,000	\$5,000	\$7,500	\$10,000
	Happy Family	Dynasty	Jade	Gold	Platinum	Empress	Emperor
Choose Level (Mark with X)							

### Logo Requirements

**Logos** must be in .jpg format, 300dpi, ready to print, and must be submitted to [ccs4you@att.net](mailto:ccs4you@att.net) no later than **Friday, February 2, 2024**.

**If files are not received by the deadlines above, inclusion into the program and flyers cannot be guaranteed.**

Total Amount Enclosed: \$ \_\_\_\_\_ (**Payment must be submitted with registration form.**)

Checks should be made payable to the "Chinese Cultural Society of Stockton."

(Contact us for credit card use.)

Mail to: Chinese Cultural Society of Stockton  
PO Box 692035, Stockton, CA 95269-2035

*The Chinese Cultural Society of Stockton is a non-profit 501c(3) organization.  
Donations are tax deductible to the extent of the law and ID# will be provided upon request.*

**For more information, contact - [ccs4you@att.net](mailto:ccs4you@att.net)**