

**The Largest Asian Festival in the D.C. Metro Area**



*The 6th Annual*

# **Asian Festival**

**August 1-2, 2009**

**Showcasing:**

**INDIA**

"6th Asian Festival is Celebrating India and Her Regional Cultures, Foods and Performing Art Forms"

## **Sponsorship Package**

**Event Venue**  
**Lake Newport Square**  
**11452 Baron Cameron Avenue**  
**Reston, VA 20194**

**Sponsored in Part by**

**For More information**  
**please contact:**  
**George Duangmanee**  
**703-855-9499**  
**[Info@asianfestivaldc.com](mailto:Info@asianfestivaldc.com)**  
**Operated by**



**Large Crowds** – more than 65,000 attendees expected over 2 days. Attracted over 50,000 attendee in 2008



4<sup>th</sup> Asian Festival 2007



5<sup>th</sup> Asian Festival 2008

**Valuable consumer audience**

Asians are one of the fastest growing populations with immense purchasing power in the U.S. The festival represents all Asian countries and showcases one Asian Country every year (Thailand in 2007, China in 2008). This year showcase India, the largest democracy in the world, is home to a rich and diverse culture.



**Location, Location, Location**

Centrally located and easily accessible for attendees from D.C., Maryland, and Virginia. We provide 2,000 spaces off site parking and free shuttle bus all day.



**Entertainment: Something for Everyone**

Festival features: over 100 multi-cultural vendors, 30 traditional Asian-foods, all-day stage performance, contest, interactive demonstrations, kickboxing, tennis clinics, sports tournament, and plenty more

**Support a Good Cause**

Many Asian non-profit organizations participated in the Festival as a tool to raise funding for their program. A major portion of the proceeds from the Asian Festival will go to the Thai Tennis Organization in America (TTOA), a 501 © (3) started in 2003 to promote tennis growth and other educational opportunities among minority communities across the country.

**V.I.P Attendee**

Include: Asian Ambassador, Senator, Congressman, Fairfax School Board, Executive of United State Tennis Association, Asian Executive, Chamber of Commerce, Celebrity such as 2005 Miss Universe, News Anchor and many others

# 2008 Sponsors

Thank You for Your Support



## Partner



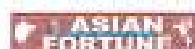
## Presenting



## Corporate



## Patron



## Sponsorship Opportunities in Special Section

### Showcasing INDIA: 6<sup>th</sup> Asian Festival is Celebrating India and Her Regional Cultures, Foods and Performing Art Forms. \$5,000

India International School and Cultural Center is a proud partner in organizing the "India Showcase" The School is a non-profit (501-3-C) and non-discriminatory organization serving the community since 1984 For details, please visit [www.indiaschool.org](http://www.indiaschool.org)

### Destination Asia \$5,000



Each Asian Embassy or community organizations showcase their cultural heritage by displaying their country's art, literature, tourism, culture, and history. There will be four prizes of \$500 each for the following categories: most colorful; most informative; most innovative; and most integrated. 12 Countries participated in 2008

### Celebrity Chef Cooking Demonstrations \$5,000



For the first time, we are adding a Celebrity Chef Stage which will host an exciting and interactive show where local celebrity chefs test their speed and creativity in front of a live audience. This is more than just a "cooking demonstration," it's where the culinary arts become "show-biz." Celebrity chef demonstrations are one hour and audience members will have a chance to comment and ask questions of these culinary artists at the end.

### Tennis Clinic with Professional Player \$5,000



The event will feature a children's tennis clinic where children can meet and play tennis with a current professional player both men and women. These players will come to compete in the Legg Mason ATP Classic and Legg Mason Women Pro tournament. More than 400 children attended these 2 hours every year

### Title for others popular area: \$5,000

**3 Stages Performance...Shuttle Bus Terminal... Dunk Tank...Children's Zone Contest... Each Paid Performance Session...VIP Luncheon... Information & Volunteer Tents**

## Corporate Sponsorship Opportunities

### **Exclusive Sponsor, \$10,000 and above** **only 1 company per category**

- ◆ The **Entertainment Stage, Event**, or the **Zone** named after company
- ◆ Representation of company name or logo on banners and signs on [www.asianfestivaldc.com](http://www.asianfestivaldc.com) website and in all marketing material i.e. Postcards, radio station, print advertisement
- ◆ Recognition in Asian Festival Program book
- ◆ Company's name listed on local cable TV scroll.
- ◆ Customized designed Sponsor Booth at the Asian Festival
- ◆ Broad public recognition in all advertisements for the Asian Festival
- ◆ Invitation to VIP event at the Festival
- ◆ Customized PR and Marketing strategy according to sponsor request
- ◆ Special corporate tent that host up to 100 guests are included in \$25,000 and \$50,000.

### **Presenting Sponsor, \$5,000** **more than 1 company per category**

- ◆ Named as presenting sponsor in any specific entertainment stage, event, or the zone
- ◆ Representation of company name or logo on banners and signs on [www.asianfestivaldc.com](http://www.asianfestivaldc.com) website and in all marketing material i.e. Postcards, radio station, print advertisement
- ◆ Recognition in Asian Festival Program book
- ◆ Company's name listed on local cable TV scroll.
- ◆ Customized designed Sponsor Booth at the Asian Festival
- ◆ Broad public recognition in all advertisements for the Asian Festival
- ◆ Invitation to VIP event at the Festival
- ◆ Customized PR and Marketing strategy according to sponsor request

### **Corporate Sponsor, \$2,500**

- ◆ Representation of company name or logo on banners and signs on [www.asianfestivaldc.com](http://www.asianfestivaldc.com) website and in select marketing material i.e. Postcards, radio station, print advertisement
- ◆ Recognition in Asian Festival Program book
- ◆ Sponsor Booth at the Asian Festival. Priority selected location
- ◆ Broad public recognition in all advertisements for the Asian Festival
- ◆ Invitation to VIP event at the Festival

### **Patron Sponsor, \$1,000**

- ◆ Representation of company name or logo on banners and signs on [www.asianfestivaldc.com](http://www.asianfestivaldc.com) website and in select marketing material i.e. Postcards, radio station, print advertisement
- ◆ Recognition in Asian Festival Program book
- ◆ Sponsor Booth at the Asian Festival. Priority selected location
- ◆ Broad public recognition in all advertisements for the Asian Festival

### **Contributing Sponsor, \$500 - \$999**

- ◆ Representation of company name or logo on banners and signs on [www.asianfestivaldc.com](http://www.asianfestivaldc.com) website and in select marketing material i.e. Postcards, radio station, print advertisement
- ◆ Recognition in Asian Festival Program book
- ◆ Sponsor Booth at the Asian Festival. Priority selected location
- ❖ **In-kind service, media and material contributions receive the same benefits as equivalent cash**