



**NEW YEAR CELEBRATION  
SPONSORSHIP PACKET**

**FRIDAY, FEBRUARY 12 - SATURDAY, APRIL 17**



# NEW YEAR CELEBRATION

## ABOUT US:

Oakland Asian Cultural Center (OACC) believes that culture and heritage play a critical role in building and maintaining vibrant and healthy communities. Through multi-cultural programming inspired by API heritage, OACC strives to empower diverse voices and experiences that span across a diverse range of artistic disciplines.

## CONTACT US:

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510-637-0461  
programs@oacc.cc

Terri Le, Development Manager  
510-637-0465  
development@oacc.cc

## THE CELEBRATION:

OACC is celebrating the Year of the Ox through a week-long schedule of pre-recorded events that include performances, demonstrations, and classes. The week of events will coincide with the launch of the Virtual Community Night Market. The week will list and cross-promote events hosted and organized by our community partners.

Every year we host a day-long Lunar New Year celebration at our center with performances and community activities attracting hundreds of people. However, due to COVID-19, we decided to shift our celebration to a week-long festival of virtual/online programs that highlight various Asian countries that celebrate the Lunar New Year such as China, Vietnam, Korea, and Tibet. Through this extended virtual framework, we aim to reach a broader audience and attract thousands of viewers and impressions on our website, social media platforms, and YouTube Channel.

As we did our research about the many countries that celebrate Lunar New Year, we also discovered underrepresented South/Southeast Asian countries that celebrate New Year in the spring. In April 2021, OACC will also host another week-long schedule of pre-recorded events showcasing new year traditions and festivals of countries like Thailand, India, Malaysia, Cambodia, and Laos.

**Lunar New Year Dates: Friday, February 12 - Friday, February 19**

**South/Southeast Asian New Year Dates: Sunday, April 11 - Saturday, April 17**

## **SPONSORSHIP LEVELS**

### **Presenting Headlining Sponsor/Partner - \$2,000+**

- Logo placement and organization description on ABOUT page of the Virtual Community Night Market
- Logo placement with embedded hyperlink on all February & April New Year Celebration promotional outlets (website, ticketing page, social media profiles, and e-newsletter)
- Sponsor recognition on the virtual flyer on the 40" screen of OACC's window front
- One ad video (max. 30sec long) placement February & April NY ticketing website
- Special recognition on the February & April Celebration's finale video
- Complimentary tickets for four people to Quarantini Mixer 3 & 4 w/ delivery service

### **Platinum Sponsor - \$1,000+**

- Virtual vendor booth at the Virtual Community Night Market page
- Logo placement with embedded hyperlink on all February & April New Year Celebration on website and ticketing page
- Name recognition on social media profiles and e-newsletter
- Special recognition on the February & April Celebration's finale video
- Complimentary tickets for two people to Quarantini Mixer 3 & 4 w/ delivery service

### **Gold Sponsor - \$750+**

- Name recognition on promotional outlets (website, ticketing page, social media profiles, and e-newsletter)
- Special recognition on the February & April Celebration's finale video
- Complimentary tickets for two people to Quarantini Mixer 3 w/ delivery service

### **Silver Sponsor - \$500+**

- Name recognition on website, ticketing page and e-newsletter
- Special recognition on the February & April Celebration's finale video
- Complimentary tickets for one person to Quarantini Mixer 3 w/ delivery service

### **Bronze Sponsor - \$250+**

- Name recognition on website
- Special recognition on the February & April Celebration's finale video

### **In-Kind and Non-Cash/Media Sponsorship**

We also welcome contributions in the form of materials, goods, and services. Sponsor benefits will depend on the value of the donation.

*Please contact Terri Le, Development Manager, at [terrile@oacc.cc](mailto:terrile@oacc.cc) or call 510.637.0465 if you have any questions or concerns.*



## NEW YEAR CELEBRATION 2021 SPONSORSHIP FORM

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Name

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Company Name

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Phone

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Address

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City

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State

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Zip

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Email

- Bronze Sponsor \$250 +     Silver Sponsor \$500 +     Gold Sponsor \$750 +     Platinum Sponsor \$1,000 +  
 Presenting Sponsor \$2,000 +

*\*In case of an event cancellation, sponsor contributions will be set aside for the 2021 Lunar New Year Event.*

*Please complete form and pay by February 6, 2021 to secure vendor table at the Virtual Community Night Market. Send form by mail, fax, or email to:*

Terri Le, Development Manager  
388 9th Street, Suite 290, Oakland, CA 94607  
terri@oacc.cc | 510-637-0465 | F: 510-637-0459

Please allow 24 hours for confirmation that your form was received. An OACC staff member will be in touch to process payment.

*Please make checks payable to: Oakland Asian Cultural Center*

***The Oakland Asian Cultural Center is a California public charity, exempt under section 501 (c)(3) of the Internal Revenue Code. Our tax ID is 73-1649335, and donations are fully tax-deductible to the extent allowed by law.***

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Sponsor's Signature

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Date