



**4th Annual  
Cleveland Asian  
Festival**

**May 18 & 19**

**2013**

CLEVELAND ASIAN FESTIVAL  
CLEVELANDASIANFESTIVAL.ORG

- Strengthening the identity of AsiaTown and supporting its economic growth
- Educating and promoting Asian culture and traditions
- Celebrating Asian Heritage Month
- Uniting Cleveland's Asian Community

*This festival features authentic food and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health pavilion that focuses on free screenings and education.*

**AsiaTown**

**Payne Ave &  
E. 30<sup>th</sup> St  
11am – 7pm**

[info@clevelandasianfestival.org](mailto:info@clevelandasianfestival.org)

216.539.4634

**2011 "Excellence in Neighborhood Marketing" award**  
**2010 Best New Ethnic Festival by Cleveland Scene Magazine**

[www.ClevelandAsianFestival.org](http://www.ClevelandAsianFestival.org)



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

The fourth annual **Cleveland Asian Festival** will be held on Saturday and Sunday (May 18 & 19, 2013) in Cleveland's AsiaTown neighborhood at the Asia Plaza shopping center and surrounding streets (Payne Ave & East 30<sup>th</sup> St). **Cleveland Asian Festival** is a collaborative effort by many organizations and communities in Greater Cleveland. It is coordinated by volunteer leaders within the Asian Pacific communities to unite the Asian community, foster, educate, and promote Asian culture and traditions, while celebrating Asian Heritage Month.

The event is made possible by the volunteerism and participation of many diverse and ethnic groups including: Chinese, Korean, Japanese, Filipino, Indian, Vietnamese, Laotian, Indonesian, Malaysian, Thai, and others. In addition, committed organizations such as the Organization of Chinese Americans of Greater Cleveland, International Community Council, International Service Center, Friendship Foundation of America, Federation of India Community Associations, Vietnamese Community of Greater Cleveland, MotivAsians for Cleveland, Asian Services in Action, Cleveland Contemporary Chinese Culture Association, Cleveland Chinese Women Association, Korean American Association, Japanese Americans Citizens League, Cleveland Chinese Benevolent Association, Philippine American Society of Ohio, St. Clair Superior Development Corp., Asia Plaza Inc., Chinese Professionals and Entrepreneurs Association and AsiaTown Neighborhood Merchant organizations have enthusiastically committed to this festival.



The first ever CAF held on May 21, 2010 had over 10,000 attendees, and it was an overwhelming success. In 2011, the Festival expanded to 2 days and brought in over 30,000 attendees. Lolley the Trolley tours of AsiaTown were offered and Vietnamese comedian Dat Phan performed. The 2012 Festival had 42,240 attendees and featured Instant Noodles dance crew! CAF 2013 promises to be even more exciting with more Asian Cuisine and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health fair that focuses on diseases and medical conditions that affect Asians Americans. The Festival has quickly become the premier event in the neighborhood and provides economic growth to the AsiaTown neighborhood by introducing this ethnic neighborhood to thousands of Clevelanders.

The event is free to the public and will run from 11am till 7pm on both days with ethnic performances on two stages throughout the day. This unique event provides an opportunity to learn and experience diverse Asian cultures, heritage and traditions through visual performance arts, cultural displays and demonstrations, educational materials, and interactive workshops. A special highlight of Cleveland Asian Festival is the numerous competitions where children and adults can compete in fun activities.



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## **Highlights include:**

**Children Fun and Games**, an area of the Festival will feature several children's games that will provide activities for children to participate and learn while having fun.



Competition Arena will include a Sushi Eating Contest, Dumpling Eating Contest, Sumo Wrestling, Dance Dance Revolution and other activities. Sumo Wrestling is one of the most popular interactive games in the world. Participants are whisked into the world of Sumo Wrestling as soon as they step into the huge foam filled suits. This is a fun event for participants and spectators alike.

**Authentic Asian Food:** visitors attending this festival will be able to taste and enjoy diverse ethnic cuisines. There will be an opportunity to sample delicious authentic delicacies, rich with savory flavors from various Asian origins.



On stage, and in designated areas, **Visual and Performing Acts** throughout the festival will engage audiences with arts, crafts, demonstrations, workshops, music, and dance. Classical, folk, and contemporary Asian art forms and acrobatic acts featuring local, regional, national, and international artists from participating countries boast superb performances at the festival. *Including performance of Columbus' Wah Lum Kung Fu's 7-Man Dragon Dance Troupe along with Cleveland's Kwan Family's Lion Dance Team!*



**Martial Arts, Tai-Chi/Qigong and Yoga** presentations and hands-on practice opportunities will be available on a 2<sup>nd</sup> stage, providing an inside look at the different Asian styles of internal and external martial arts. Demonstrations will include Kung Fu, Aikido, Karate, Kendo, Jujitsu, Tae Kwon Do, Kali, Wushu, and other forms.



**Health Information and Screenings** are invaluable community benefits. Past key health organizations including Cleveland Clinic, Cuyahoga County Board of Health, Cleveland Board of Health, Kaiser Permanente, MetroHealth, St. Vincent Medical Center, and University Hospitals will be invited to offer blood pressure, glucose, mammograms, BMI, eye, and other screenings to attendees. In addition, community-based health and human service organization will offer educational demonstration and materials. Services will be free.

**Educational Materials and Displays** of books, brochures, and other items help explain the cultural art forms presented during this event. These items are available at the cultural booths or exhibit areas.

# Cuyahoga County Asian Demographics

- Cuyahoga County Total Population: 1,280,122
- Cuyahoga County Asian: 33,283 (2.6%)
  - Asian Indian: 11,778 (0.9%)
  - Chinese: 8,991 (0.7%)
  - Filipino: 3,308 (0.3%)
  - Japanese: 947 (0.1%)
  - Korean: 2,181 (0.2%)
  - Vietnamese: 2,023 (0.2%)
  - Other Asian: 3,655 (0.3%)
  - White; Asian: 4,137 (0.3%)



Source: U.S. Census Bureau, American FactFinder 2010

- Two-thirds of Asians in the County resided in eight municipalities: Cleveland, Lakewood, Parma, Cleveland Heights, Westlake, Strongsville, Mayfield Heights, and North Olmsted
- Of these municipalities, 24% of Asians resided in the City of Cleveland (6,213)

Source: ASIA, Inc. Needs Assessment Report 2005

## Sponsorship: Support Cleveland Asian Festival

We invite you to show your support of the burgeoning Asian American community by sponsoring the Cleveland Asian Festival. Backed by all the major Asian ethnic organizations and associations in addition with the City of Cleveland, this event will celebrate the Asian people, its culture, traditions, and food, while raising awareness and support to benefit the local economy and Asian American programs and services in Cuyahoga County.

The first ever Cleveland Asian Festival, held on May 21, 2010 attracted over 10,000 attendees for a 1 day-long celebration that includes cultural performances, activities for children, health fair, ethnic foods and merchandise. In 2011, the Festival expanded to 2 days and brought in over 30,000 attendees. In 2012, 42,240 attendees visited the Cleveland Asian Festival! Leading up to the event, we will be promoting widely in both major and ethnic-based media. These include the Plain Dealer, Cleveland Scene Magazine, Cool Cleveland, Mach Song, Erie Chinese Journal, Asian American Newspaper, World Journal Newspaper, Lotus, Indian International and more. We also anticipate live news coverage for this event as well.

Your company's investment will help us leverage more support from other corporations, foundations and individual donors. In recognition of your leadership and support your logo/company name will be in the marketing materials related to the event, such as a planned advertisement in major publications.

Below is information outlining the benefits associated with sponsoring the event, **please confirm your sponsorship by March 31, 2013** to take advantage of the marketing opportunities this event provides. Please contact us at 216.539.4634, if you have any questions. We look forward to working with you.

Web visit statistic and 2012 Cleveland Asian Festival Survey Results are available at:

<http://www.ClevelandAsianFestival.org>



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## Sponsorship Response Form

Yes, \_\_\_\_\_ (company name) is proud to support the 2013 Cleveland Asian Festival at the following sponsorship level: (please check applicable level)

- \_\_\_\_\_ \$10,000 Distinguished Level      \_\_\_\_\_ \$5,000 Presenting Level  
\_\_\_\_\_ \$2,500 Partner Level      \_\_\_\_\_ \$1,000 Associate Level  
\_\_\_\_\_ Individual donation in the following amount: \$\_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Authorized Representative Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Please:

- Email your company logo and/or your camera ready advertisement **by March 31, 2013** to ensure inclusion in event marketing materials. ([info@ClevelandAsianFestival.org](mailto:info@ClevelandAsianFestival.org)). Please send the logo as grayscale, in eps or jpg format, at least 300 dpi. If you also have a color logo, please send in addition to the grayscale version. Advertisement sizes: full page at 5.25"x8.25" and half page at 5.25"x4.25".
- Please include a check made payable to **St. Clair Superior Development Corporation**
- Please return this form with full payment **by March 31, 2013** to:

**St. Clair Superior Development Corporation**  
**Attn: Cleveland Asian Festival**  
**4205 Saint Clair Avenue**  
**Cleveland, OH 44103**

- All contributions are tax deductible to the extent allowed by law.
- For questions: 216.539.4634 or [info@ClevelandAsianFestival.org](mailto:info@ClevelandAsianFestival.org)

**Thank you for your support!**



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## Sponsorship Benefits

Special Benefits	Distinguished \$10,000	Presenting \$5,000	Partner \$2,500	Associate \$1,000
Event Naming Opportunity	Underwrites a main stage, e.g. "[Company name] Stage" on all publicity and announcements  *Subject to Availability	Underwrites event segments, e.g. "Children's Pavilion presented by [Company name]" on all publicity  *Subject to Availability		
Invited to speak on main stage	X			
Highest logo prominence	X			
Exposure via paid advertising in print media	Logo	Logo		
Press release and email marketing (To start in February 2013)	Company Name	Company Name	Company Name	
Option to have a booth at event or sponsor a dining tent	Featured Location (Tent, Table, Electric, 4 Chairs)	Featured Location (Tent, Table, Electric, 2 Chairs)	Tent, Table, Electric, 2 Chairs	Table, 2 Chairs
Printed materials (Poster etc)	Logos also on printed signage and banners	Logo on posters	Logo on posters (smaller sized)	Name Listed
CAF Background Banner	Featured larger logo display and placement	Featured large logo display and placement	Medium sized logo display and placement	Company Text placement (space permitting)
Banner at event**	Placement of banner at CAF	Placement of banner at CAF	Placement of banner at CAF	Placement of banner at CAF
CAF Website***	Logo & link to your website	Logo & link to your website	Logo & link to your website	Logo & link to your website
Program Book	2 page ad	1 page ad	1/2 page ad	Name listed

\* Presenting Sponsorship segments include Lolly the Trolley AsiaTown Tour, Children's Area, Dining Tents

\*\* Sponsor will provide banner. Max size is 6' X 2.5'

\*\*\* Sponsors will be featured on the website upon receipt of sponsor documentation and payment. For inclusion of logos for ads in printed materials, sponsorship response form and logos must be submitted by **March 31, 2013**.



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## 2012 Sponsors included:

### **Distinguished Sponsors**

Consolidated Graphics Group Inc.  
Horseshoe Casino Cleveland

### **Presenting Sponsors**

Cleveland Public Power

### **Partner Sponsors**

Anago Cleaning System  
Cleveland Clinic Foundation  
COSE  
Cuyahoga Arts and Culture  
Cuyahoga County Public Library  
Gilead Sciences, Inc.  
ImageLab Media Services  
Kaiser Permanente  
KeyBank  
Ohio Arts Council  
Ohio Housing Finance Agency  
St. Vincent Charity Medical Center  
Taft Stettinius & Hollister LLP  
Third Federal Bank

### **Associate Sponsors**

Cleveland Public Library  
Friendship Foundation of Vietnamese American  
Margaret W. Wong and Associates, LPA  
MetroHealth  
Ohio Lottery  
PNC Bank  
Thompson Hine  
Tyler Village  
University Hospital

### **Sponsors**

Ace Taxi  
Basement Beauties  
City of Cleveland  
Cleveland City Council  
Cleveland Inte  
Cleveland Photographic Society  
Cleveland State University  
Creative House Studios  
Domokur Interiors  
East 30th Cafe  
Global Cleveland  
Google  
Greater Cleveland Volunteers  
Huntington Bank  
Koko Bakery  
Media Design Imaging  
Northeast Ohio Medical Reserve Corps  
Ohio Valley Supply  
Sampson/Carnegie Serious Brand Strategies  
St. Clair Superior Development Corp.  
Stream of Music LLC  
Warwick Communications

### **Media Sponsors**

ClevelandPeople.com  
Dumpling Magazine  
Erie Chinese Journal  
FreshWater Cleveland  
India International Newspaper  
MetroMix.com Cleveland

WKYC TV 3  
Yelp!

## 2012 Vendors included:

### **Food Vendors**

Korean American Association of Greater Cleveland  
Pearl of the Orient (Chinese)  
Kim Se Cambodian Food  
Alway Gutom, Always Pinoy (Philippines)  
Authentic Laotian Cuisine  
Ono Turo-Turo (Philippines)  
Superior Pho Restaurant (Vietnamese)  
Asia Food Co./Asian Town Center  
Siam Cafe (Asian)  
Tamarind Tree (Philippines)  
King Fire Baby (Khmer Fusion)  
Good Harvest Food Market (Chinese)  
Map Of Thailand  
US Indian Delight  
Koko Bakery (Asian)  
Asian Grille (Thai)  
E. 30th St. Cafe (Asian)  
Li Wah Chinese Restaurant  
Flavors of India (Himalayan/Nepalese)  
#1 Pho (Vietnamese)  
Otani Japanese Restaurant  
Cleveland Asian Festival  
Real Fruit, LLC  
Federation of India Communities  
Asian Services in Action  
World Health and Spice (Asian Grocery)  
Kim's Korean Grocery

### **World Marketplace & Exhibitors:**

Anabanana Bling  
Anago of Cleveland  
Anna Beauty Center  
Ariel International Center, LLC  
Art of Living – Cleveland  
Artspace – Cleveland  
Asian Services In Action Inc.  
Asian Tours & Travels  
Bath Fitter  
Be'l Ode', Ltd.  
Bellefaire JCB  
Blinky Rainy  
Caricatures  
Catari  
Clear Choice Custom LASIK Center  
Cleveland Asian Festival  
Cleveland Chinese Christian Church  
Cleveland Chinese Women Association  
Cleveland Dragon Boat Association  
Cleveland Public Library  
Cleveland Public Power  
Council for Economic Opportunities in Greater Cleveland (CEOGC)  
Council of Smaller Enterprises – COSE  
Cuyahoga County Board of Elections  
Cuyahoga County Public Library  
ECC Digital Photography  
Equal Employment Opportunity Commission (EEOC)

Erika Originals  
Essential Bodywear  
Farmers Insurance Group  
Federal Bureau of Investigation  
Federation of Indian Communities  
Friendship Foundation of American Vietnamese, Inc.  
G & M  
Global Cleveland  
Greater Cleveland Volunteers  
Horseshoe Casino  
Housing Research & Advocacy Center  
India International  
Instant Noodles  
International Women's Air & Space Museum  
JD's Vases & Arts  
Kaiser Permanente  
Key Bank  
Korean Grocery, Kim's  
Little Shoppe sponsored by Yin Tang  
Lubrizol  
Lutheran Metropolitan Ministry  
Margaret's Creations  
Morgan Art of Papermaking Conservatory and Educational Foundation  
Moroccan  
MotivAsians of Cleveland  
NEON Health Services, Inc.  
OCA Cleveland Chapter  
Ohio Housing Finance Agency  
Orchid Fashion Boutique  
Oriental Arts and Crafts  
Patsiam  
Peace and Love  
Real Fruit, LLC  
Renewal by Andersen  
Ryu no Sakebi – Japanese styled Pottery & Abstracts (Sun.)  
Sabai Thai Massage  
School of Arts Shaolin Gung Fu  
Seaman Garson  
Shaolin Kung Fu Institute  
Siam Orchid  
Sonia Showcase  
Sports Legends  
St. Clair Superior Development Corporation  
T-Mobile  
techDEITY, Ltd.  
Teryyo Hindi & India-Inspired Greeting Cards  
The Prep Schools: Entrepreneurship Preparatory School & Village Preparatory School  
Third Federal Savings and Loan  
Treasures of Cambodia  
VisualGrammar216  
Westlake Chinese School  
Wolstein Center  
World Health Food and Spices  
World Threads  
WorldTrendz  
Youth For Understanding USA