



**6th Annual
Cleveland Asian
Festival**

May 16 & 17

2015

- 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. 27th St
11am – 7pm**

***"Cleveland's Best Festivals" The Plain Dealer 2011
2011 "Excellence in Neighborhood Marketing" award
2010 Best New Ethnic Festival by Cleveland Scene Magazine***

info@clevelandasianfestival.org

216.539.4634

www.ClevelandAsianFestival.org



Cleveland Asian Festival

www.clevelandasianfestival.org

The sixth annual **Cleveland Asian Festival** will be held on Saturday and Sunday (May 16 & 17, 2015) in Cleveland's AsiaTown neighborhood at the Asia Plaza shopping center and surrounding streets (Payne Ave & East 27th 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 was an overwhelming success. In 2011, the Festival expanded to 2 days and brought in over 30,000 attendees. Lolly 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 featured Chessa from NBC's The Voice and 38,380 attendees. CAF 2014 featured The Filharmonic from NBC's The Sing Off and 38,000 attendees. 2015 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, Eggroll 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 Cleveland's own OCA/CSU 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 2nd 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: 1,272,533
- Cuyahoga County Asian: 33,714 (2.6%)
 - Asian Indian: 11,801 (0.9%)
 - Chinese: 9,805 (0.8%)
 - Filipino: 2,884 (0.2%)
 - Japanese: 1,110 (0.1%)
 - Korean: 2,250 (0.2%)
 - Vietnamese: 1,805 (0.1%)
 - Other Asian: 4,059 (0.3%)
 - White; Asian: 4,597 (0.4%)

Source: U.S. Census Bureau, ACS 2009-2013



- 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.

With a consistent base of new and returning attendees, the two day festival will reach a wide range of residents in Northeast Ohio. Leading up to the event, we will be promoting widely in both major and ethnic-based media. In the past, advertising has been on NBC WKYC Channel 3, WCPN 90.3 radio, 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 15, 2015** 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 2014 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 2015 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

Do you need a tent? Yes No
(Included for Distinguished, Presenting, and Partner Level, Extra \$150 for Associate)

Do you need electricity? Yes No
(Included for Distinguished, Presenting, and Partner Level, Extra \$100 for Associate)

Tables / Chairs (Please see sponsor benefits page to see what is included in your package)

Do you need additional Tables /Chairs?

of Extra Tables (Additional \$25 ea)

of Extra Chairs (Additional \$5 ea)

Signature of Authorized Representative: _____

Authorized Representative Name:

Title:

Phone:

E-mail:

Street Address:

City/State/Zip:

Email your company logo and/or your camera ready advertisement **by March 15, 2015** to ensure inclusion in event marketing materials. (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 15, 2015** 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

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 <u>all publicity and announcements</u> *Subject to Availability	Underwrites event segments, e.g. “Children’s Pavilion presented by [Company name]” on <u>all publicity</u> *Subject to Availability		
Invited to speak on main stage	X			
Highest logo prominence	X			
15 second verbal advertisement / announcement by emcee at performance stages	4 per day	2 per day		
Press release, email marketing and social media	Company Name	Company Name	Company Name	
Option to have a booth at event or sponsor a dining tent	Featured Location (Tent, Electricity, 2 Tables, 4 Chairs)	Featured Location (Tent, Electricity, 1 Table, 4 Chairs)	Tent, Electricity, 1 Table, 2 Chairs	1 Table, 2 Chairs
Printed materials	Logo on stage banner and Large logo on poster	Large logo on poster	Small logo on poster	Name listed
CAF Sponsor Banner	Prominent large logo and placement	Featured large logo and placement	Medium logo	Name listed (space permitting)
Company banner at event**	Placement of banner at CAF (Featured location)	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 AsiaTown Trolley 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 15, 2015**.

2014 Sponsors included:

Distinguished Sponsors

Consolidated Graphics Group Inc.
Horseshoe Casino Cleveland

Presenting Sponsors

Cleveland Public Power
Cleveland Clinic
Northeast Ohio Regional Sewer District
Third Federal

Partner Sponsors

Asia Plaza
Cleveland Clinic
Cleveland Museum of Natural History
Cuyahoga Arts & Culture
Cuyahoga Community College
Dollar Bank
gphomestay
ImageLab Media Services
KeyBank
National Endowment for the Arts
Ohio Arts Council
Ohio Housing Finance Agency
State Farm
US Bank

Associate Sponsors

Cleveland Metroparks
Cleveland Public Library
Cleveland State University Confucius Institute
Ernest and Young LLC
Margaret W. Wong and Associates, LPA
MetroHealth
Penske Motors
Taft Stettinius & Hollister LLP
Tyler Village
University Hospitals

Sponsors

Ace Taxi
Asian Services In Action
Basement Beauties
Chinese Professional and Entrepreneur Association
City of Cleveland
Cleveland Chinese Women Association
Cleveland City Council
Creative House Studios
DJ Alex Alarcon
FICA Cleveland
George Kwan and Kwan Lion Dance
Global Cleveland
Japanese Americans Citizens League Cleveland
Chapter
Koko Bakery
Korean American Association of Greater Cleveland
Land-Yacht Limo Service
Li Wah Chinese Restaurant
Media Design Imaging
Miega Korean Barbeque
MotivAsians for Cleveland
OCA Cleveland
Philippine American Society of Ohio
Proforma JOE THOMAS GROUP
Sampson/Carnegie Serious Brand Strategies
St. Clair Superior Development Corp.
Yin Tang Dance Company

Media Sponsors

Cleveland Photographic Society
ClevelandPeople.com
Erie Chinese Journal
FreshWater Cleveland
India International Newspaper
Northcoast Minority Media
OCA Image TV / AsiaTown Voice
WCPN 90.3FM
WKYC TV 3
Yelp! Cleveland

2014 Vendors included:

Food Vendors

Asia Food Company
Asian Grille
Chutney Rolls
Cuisine du Cambodge
East 30th Cafe
Flavors of India
Good Harvest Market Inc.
Indian Delight
Koko Bakery
Korean American Association of Greater Cleveland
Li Wah Chinese Restaurant
Lotus Thai House Authentic Thai Cuisine
Map of Thailand
Mason's Creamery
Miega Korean BBQ Restaurant
Ono Turo-Turo
Otani Japanese Restaurant
Pho & Rice
Real Fruit LLC
Siam Cafe
Ty Fun Thai Bistro
Udupi Café
Wok N Roll Food Truck

World Marketplace & Exhibitors

10PM Jewelry
12tribes art and design
Anji's Collection
ArtSpace – Cleveland
Asian Catholic Ministry
Asian Services In Action (ASIA, Inc.)
Bath Fitter
Bee Glorified Honey
Cabinets & Granite Direct
Catari
Catherine Moore Designs
CEOGC Head Start
Cha-Ching Coin Jewelry
Cleveland Asian Festival
Cleveland Chinese Christian Church
Cleveland Japanese American Citizens League
Cleveland Museum of Art
Cleveland Public Library
Cleveland Public Power
ClevelandPeople.com
Cleveland Dragon Boat Association
Cuyahoga Community College
Cuyahoga County Board of Elections
Cuyahoga Job and Family Services
Dancing Puppets
Dollar Bank
Elaborate Eyes Face Painting
Ernest & Young LLP
Federal Bureau of Investigation
Federation of India Community Associations of
Northeast Ohio (F.I.C.A.)
Friends of Jack Schron
Friendship Foundation of American-Vietnamese
Global Cleveland
Global Girls Gifts
Global Market
GPHomestay
Gutter Helmet Systems
Heartland Institute of Financial Education
Horseshoe Casino Cleveland
I CAN SCHOOLS
International Community Council – Worldwide
Intercultural Network
International Services Center of Cleveland
International Women's Air & Space Museum
Joyce Factory Direct
Key Bank
King Fire Baby
Laxmi Mallik
LeafFilter Gutter Protection
Mel's Crafts
Morgan Art of Papermaking Conservatory &
Educational Foundation
MotivAsians for Cleveland
NASA Glenn Research Center
Nexus Academy School of Cleveland
NK's Stuff – Eternity Lights

OCA – Asian Pacific American Advocates
Ohio Connections Academy
Ohio Development Services Agency
Ohio Housing Finance Agency
Ohio Republican Party Asian-American Coalition
Orchid Fashion Boutique
Path to Fluency Language School
Patsiam
Peace and Love
Qooyi's Anime Gift Shop
Rosa Lee's Guzheng Studio
Sabai Thai Massage
Scentsy
Shaolin Gung Fu School of Arts
Shaolin Kung Fu Institute
Shiseido - Anna Beauty Center
Siam Orchid
Silver D's Accessories
Sports Legends
St. Clair Superior Development Corporation
State Farm
Stepstone Academy
The Bom
The Lubrizol Corporation
Third Federal
Threads of Hope, Inc
Treasures of Cambodia
TVB
Tzu-Chi Foundation, Cleveland
US Bank
US Equal Employment Opportunity Commission &
Ohio Civil Rights Commission
Vtrends
Westlake Chinese Culture Association
Window to Imagination
WindowPRO
World Threads
Yates Apothecary
YFU-Youth For Understanding
Yin Tang Dance Company

Indoor Exhibitors

Cleveland Go Club
Margaret Wong & Associates
Mercedes-Benz of Bedford
Yelp