9th Annual Cleveland Asian Festival

May 19 & 20

2018

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

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

“Best Festival” by Cleveland Hot List 2015
2014 “CAF has achieved ‘must-attend status’” – ClevelandPeople.com
“Cleveland’s Best Festivals” The Plain Dealer 2011

info@clevelandasianfestival.org 216.309.2759

AsiaTown
Payne Ave & E. 27th St
11am – 7pm
The ninth annual Cleveland Asian Festival will be held on Saturday and Sunday (May 19 & 20, 2018) 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 OCA Greater Cleveland, Federation of India Community Associations, MotivAsians for Cleveland, Asian Services in Action, Cleveland Contemporary Chinese Culture Association, Nepali American Organization of Ohio, Cleveland Chinese Women Association, Korean American Association of Greater Cleveland, Japanese Americans Citizens League, Philippine American Society of Ohio, Vietnamese Community of Greater Cleveland, 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. Lolley the Trolley tours of AsianTown 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. In 2015, CAF featured the Mona Khan Company, a critically acclaimed Bollywood dance & fitness company that was seen on NBC’s, America’s Got Talent, Season 5. 2016 brought a K-POP (Korean Hip Hop) Cover Dance competition and 48,800 attendees. 2017 expanded to Asia-Pop and 35,000 attendees braved the rainy weekend to visit Cleveland’s AsiaTown neighborhood! 2018 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.

Tel: 216.309.2759 info@clevelandasianfestival.org
Highlights include:

Visual and Performing Arts will be featured at the two main stages throughout the festival and 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!

Activities Pavilion & Games, an area of the Festival that will feature Asian games and local organizations that will provide activities for festival attendees to participate and learn while having fun.

Competition Arena will include an Eggroll Eating Contest, a Trivia Contest, Sumo Wrestling, 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.

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: 1,263,189
- Cuyahoga County Asian: 35,057 (2.8%)
  - Asian Indian: 11,766 (0.9%)
  - Chinese: 10,927 (0.9%)
  - Filipino: 2,417 (0.2%)
  - Japanese: 1,274 (0.1%)
  - Korean: 2,369 (0.2%)
  - Vietnamese: 1,904 (0.2%)
  - Other Asian: 4,009 (0.3%)
  - White; Asian: 5,628 (0.4%)

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

- 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)


2017 Cleveland Asian Festival Survey Findings
- 99% were very satisfied / satisfied with 2017 CAF overall experience
- 70% plan to shop around AsiaTown businesses the same weekend of CAF
- 93% plan to visit AsiaTown again in near future
- 95% plans to return to 2018 CAF
- 97% believes CAF benefit Greater Cleveland
- 75% attendees were non-Asian. The Cleveland Asian Festival brings everyone together to celebrate the AsiaTown neighborhood and its rich Asian culture.

Sponsorship: Support Cleveland Asian Festival
We invite you to support the burgeoning Asian American community by sponsoring the Cleveland Asian Festival. Backed by all the major Asian ethnic organizations and associations in addition to the City of Cleveland, this event celebrates the Asian people, 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 reaches a wide range of residents in Northeast Ohio. Leading up to the event, CAF will be promoted widely in both major and ethnic-based media. In the past, advertising has been on NBC WKYC 3, FOX WJW 8, WCPN 90.3 radio, Plain Dealer, Cleveland Scene Magazine, Cool Cleveland, Erie Chinese Journal, 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, 2018 to take advantage of the marketing opportunities this event provides. Please contact us at 216.309.2759, if you have any questions. We look forward to working with you.
Sponsorship Response Form

Yes, ____________________________________________ (complete company name as you would like to have it listed) is proud to support the 2018 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
(Include for Distinguished, Presenting, and Partner Level, Extra $150 for Associate)

Do you need electricity?  ___ Yes  ___ No
(Include 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) ___

Name / E-mail of booth contact person: ______________________________________

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, 2018 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 our fiscal agent: St. Clair Superior Development Corporation
- Please return this form with full payment by March 15, 2018 to:
  Cleveland Asian Festival
  2999 Payne Ave. #206
  Cleveland, OH 44114

**New address for 2018!!!********
- All contributions are tax deductible to the extent allowed by law.
- For questions: 216.309.2759 or info@ClevelandAsianFestival.org
**Sponsorship Benefits**

<table>
<thead>
<tr>
<th>Special Benefits</th>
<th>Distinguished $10,000</th>
<th>Presenting $5,000</th>
<th>Partner $2,500</th>
<th>Associate $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Naming Opportunity</td>
<td>Underwrites a main stage, e.g. “[Company name] Stage” on all publicity and announcements</td>
<td>Underwrites event activity/area, e.g. “Activities Pavilion presented by [Company name]” on all publicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome Festival guests on main stage during opening</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highest logo prominence</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 second verbal advertisement / announcement by emcee at main stage</td>
<td>4 per day</td>
<td>2 per day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media shout out</td>
<td>Company Name</td>
<td>Company Name</td>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>Option to have a booth at event OR dining table advertisements**</td>
<td>Featured Outdoor Location (Tent, Electricity, 2 Tables, 4 Chairs) OR 10 dining table ads</td>
<td>Featured Outdoor Location (Tent, Electricity, 1 Table, 4 Chairs) OR 5 dining table ads</td>
<td>Outdoor location (Tent, Electricity, 1 Table, 2 Chairs) OR 3 dining table ads</td>
<td>Indoor location (1 Table, 2 Chairs) OR 1 dining table ads</td>
</tr>
<tr>
<td>Program Book</td>
<td>2 page ad</td>
<td>1 page ad</td>
<td>1/2 page ad</td>
<td>Name listed</td>
</tr>
<tr>
<td>Poster</td>
<td>Large logo on poster</td>
<td>Large logo on poster</td>
<td>Small logo on poster</td>
<td>Name listed on poster</td>
</tr>
<tr>
<td>CAF Sponsor Banner</td>
<td>Prominent large logo and placement</td>
<td>Featured large logo and placement</td>
<td>Medium logo</td>
<td>Name listed (space permitting)</td>
</tr>
<tr>
<td>Company banner at event***</td>
<td>Placement of banner at CAF main stage</td>
<td>Placement of banner at CAF sponsored area</td>
<td>Placement of banner at CAF</td>
<td>Placement of banner at CAF</td>
</tr>
<tr>
<td>CAF Website****</td>
<td>Logo &amp; link to your website year round</td>
<td>Logo &amp; link to your website year round</td>
<td>Logo &amp; link to your website year round</td>
<td>Logo &amp; link to your website year round</td>
</tr>
</tbody>
</table>

* Presenting Sponsorship segments include AsiaTown Trolley Tour, Activities Pavilion, Food Court, or World Marketplace
** CAF will provide table ads. Size is 10" X 20”
*** 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, 2018**.

**2017 Sponsors included:**

**Presenting Sponsors**
- Cleveland Public Power
- Ohio Arts Council

**Partner Sponsors**
- Asia Plaza
- Compass Self Storage
- Cuyahoga Community College
- ImageLab Media Services
- KeyBank
- Kumon
- Northeast Ohio Regional Sewer District
- Taft

**Associate Sponsors**
- Ace Taxi
- Ariel International Center
- Chamberlin College of Nursing
- Cleveland Public Library
- Cleveland State University
- Dominion Foundation
- Human Arc
- Lubrizol
- Margaret W. Wong and Associates, LPA
- PNC Bank
- Thompson Hine
- Tyler Village

**Sponsors**
- Asian Services In Action
- City of Cleveland
- Cleveland City Council
- Creative House Studios
- Global Cleveland
- Media Design Imaging
- Midtown Cleveland
- MotivAsians for Cleveland
- OCA Cleveland
- St. Clair Superior Development Corp.
- Stream of Music LLC
- VOL/CLE
- Yin Tang Dance Company

**Media Sponsors**
- AsiaTown Voice
- Cleveland Photographic Society
- ClevelandPeople.com
- Erie Chinese Journal
- Fresh Water Cleveland
- India Bulletin
- India International Newspaper
- The Lotus
- TV20
- WCSS 89.3
- WKYC TV 3

**Asian Food Court**
- Asia Food Co.
- Banh Mi and Noodles
- Cleveland Asian Festival Beverage Station
- Good Harvest Market Inc.
- Himalayan Restaurant
- Ice or Rice
- Indian Delight
- * Indomie / Eastland Food
- KOKO Bakery
- Korean American Association of Greater Cleveland/Seoul Garden
- Li Wah Chinese Restaurant
- Lotus Thai House
- Map of Thailand
- Miega Korean BBQ
- Number One Pho
- One Stop Drink Shop
- T&G Pinoy Street Foods
- Pho Thang Cafe
- Siam Cafe
- * SnowBros Shavery
- Thai Thai

**World Marketplace**
- Akron Henna Art
- All American Gutter Protection
- Asia Plaza
- Asian Ministry, Catholic Diocese of Cleveland
- Bedford Baptist Church
- Bee Glorified Honey
- Blue Crimson Anime Junction
- Carousel Accessories
- Catari
- Catherine Moore Designs
- CEGOC Head Start
- Cha-Ching Coin Jewelry
- Cleveland Chinese Christian Church
- Cleveland Dragon Boat Association
- Cleveland Metroparks
- Cleveland Public Power
- Cleveland Vegan Society
- Colossalcon
- Compass Self Storage
- Cuyahoga Community College
- Cuyahoga County Treasury Department
- Elaborate Eyes Face Painting
- Equal Employment Opportunity Commission (EEOC)
- Escentially Inspired Soaps
- F&M Cleveland
- First Aid
- Friendship Foundation of American Vietnamese
- Frog Music Garden
- Global Girl Gifts
- GorgeousHenna
- Greater Cleveland Chinese Chamber of Commerce
- Gutter Helmet by Harry Helmet
- Human Arc
- Humana Insurance
- Indomie / Eastland Food
- Information Booth
- Jaioriginals
- Joyce Factory Direct
- Kay-Em Apparel
- KeyBank
- Kumon
- Laxmi Mallik
- Lubrizol
- MetroPCS
- MotivAsians for Cleveland
- MoveoHealth
- Native Treasure
- OCA-Asian Pacific American Advocates, Greater Cleveland Chapter
- Ohio Bath Solutions LLC dba BATH FITTER

**Indoor Exhibitors**
(Presented by Asia Plaza)
- Ariel International Center
- Chamberlin College of Nursing
- Cleveland Cultural Gardens Federation
- Cleveland Go Club
- Margaret W. Wong & Associates
- Nationwide HealthCare, LLC
- PNC Bank

**Ohio Civil Rights Commission (OCRC)**
**Ohio Diversity Coalition**
**Path to Fluency Foreign Language Classes**
**Patsiam**
**Peace and Love**
**Pixel Mania**
**Sabai Thai Massage**
**Sandlin Trading Co.**
**Saranghe Candles LLC**
**ShaoLin Kung Fu Institute**
**Shiseido Anna Beauty Center**
**Siam Orchid**
**Silver D's Accessories**
**SnowBros Shavery**
**Sona Imports**
**Sports Legends**
**St. Clair Superior Development Corporation**
**Sub Rosa Tea**
**Taiwanese American Association - Greater Cleveland Chapter**
**Terranova Fine Arts**
**The Plain Dealer**
**Third Federal**
**Threads of Hope, Inc.**
**Treasures of Cambodia**
**Vietnamese Community in Greater Cleveland**
**Vietnamese Cultural Garden**
**Volunteer Check-in**
**VTRENDZ LLC**
**Youth for Understanding USA**

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