11th Annual
Cleveland Asian
Festival
Sponsorship Packet

May 16 & 17
2020

- 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.

“Cleveland Festival Guide 2019: 45 street parties, fairs and cultural celebrations” – The Plain Dealer
“Best Festival” by Cleveland Hot List 2015
2014 “CAF has achieved ‘must-attend status’” – ClevelandPeople.com

info@clevelandasianfestival.org    216.309.2759

www.ClevelandAsianFestival.org
The eleventh annual Cleveland Asian Festival will be held on Saturday and Sunday (May 16 & 17, 2020) 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, Midtown Cleveland, St. Clair Superior Development Corp. and Asia Plaza Inc. 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 welcomed two acts, singer/songwriter Larissa Lam and hip hop artist/rapper/filmmaker Only Won and their blend of Chinese American music. 2019 featured Shaolin Monks from China and 2020 promises to be even more exciting with new Asian Cuisine and merchandise vendors, local and national performing artists, a children’s activities area, and a health fair that focuses on diseases and medical conditions that affect Asians Americans. CAF has quickly become the premier event in the neighborhood and provides economic growth by introducing Asiatown 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.
Highlights include:

**Performing Arts** will be featured at the two main stages throughout the festival and will engage audiences with 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 will be showcased at the festival. There will also be a special performance from Cleveland’s Kwan Family Lion Dance Team and the OCA Greater Cleveland Dragon Dance Team!

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

**World Market** will feature local and national vendors that will showcase Asian arts, crafts, and unique finds. Exhibitors and sponsor booths will inform attendees of services available in the local community.

**Authentic Asian Food**: visitors 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, 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: 1,253,783
- Cuyahoga County Asian: 36,876 (2.9%)
  - Asian Indian: 13,104 (1.0%)
  - Chinese: 10,346 (0.8%)
  - Filipino: 2,732 (0.2%)
  - Japanese: 1,108 (0.1%)
  - Korean: 2,432 (0.2%)
  - Vietnamese: 2,005 (0.2%)
  - Other Asian: 5,149 (0.4%)
  - Native Hawaiian and other Pacific Islander: 305 (0.0%)
  - White; Asian: 7,404 (0.6%)

Source: U.S. Census Bureau, 2014-2018 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)


2019 Cleveland Asian Festival Survey Findings

- 91% were very satisfied / satisfied with 2019 CAF overall experience
- 77% are Very Likely/Likely to shop around AsiaTown businesses the same weekend of CAF
- 94% are Very Likely/Likely to visit AsiaTown again in near future
- 93% are Very Likely / Likely to return to 2019 CAF
- 95% believes CAF benefit Greater Cleveland

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 ethnicity-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.

Below is information outlining the benefits associated with sponsoring the event, please confirm your sponsorship by March 31, 2020 to take advantage of the marketing opportunities this event provides. Please contact us at 216.236.8881, 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 2020 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) _____

Would you like to donate a grand prize for the CAF volunteer raffle or provide giveaway items (value $1-$5) for the volunteer reception (approx. 200 volunteers)?  ___ Yes  ___ No

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 31, 2020 to ensure inclusion in event marketing materials. (vi@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 31, 2020 to:
  Cleveland Asian Festival
  2999 Payne Ave. #206
  Cleveland, OH 44114

• All contributions are tax deductible to the extent allowed by law.
• For questions: 216.309.2759 or info@ClevelandAsianFestival.org

Thank you for your support!
## 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></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Highest logo prominence</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>15 second verbal advertisement / announcement by emcee at main stage</td>
<td>2 per day</td>
<td>1 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 31, 2020.
2019 Sponsors included:

Presenting Sponsors
Cleveland City Council – Ward 7
Cleveland Public Power
Cuyahoga Arts & Culture

Partner Sponsors
Cleveland Metroparks Zoo
Cuyahoga Community College
City of Cleveland Water
imageLab
KeyBank
Lubrizol
Ohio Arts Council
PNC
Third Federal Savings & Loans

Associate Sponsors
Cleveland Public Library
Dominion Foundation
Gutter Logic
Margaret W. Wong and Associates, LPA
Northeast Ohio Regional Sewer District
Progressive
Saffron Road
Tyler Village

Sponsors
Ace Taxi
Asia Plaza
Asian Services In Action
City of Cleveland
Cleveland City Council
Cleveland State University
Distillata
MDI
Midtown Cleveland
OCA Cleveland

Media Sponsors
AsiaTown Voice
Cleveland Photographic Society
ClevelandPeople.com
Erie Chinese Journal
Fresh Water Cleveland
India International Newspaper
The Lotus
This is Cleveland
TV20
WCSV 89.3
WKYC TV 3
WOIO TV 19

Asian Food Court
(presented by Cleveland Public Power)
Asia Food Co./Asian Town Center
Banh Mi & Noodles
Bo Loong Chinese Restaurant
Dang Good Foods
Eastland Food
Good Harvest Food Market
HAITEA Bubble Tea
Hot Bamboo
Ice Or Rice
Indian Delight
Katie’s Premium Jerky & Snacks
KOKO Bakery
Li Wah
Lotus Thai House
Map of Thailand
One Stop Drink Shop
Ono Turo Turo
Otani Japanese Restaurant
Siam Cafe
SnowBros Shavery
Thai Thai
Tropical Flame Food Truck

World Marketplace
5000 Years Streetwear
Akron Henna Art
All Points Church at Hudson

Amazing Flowers
Asian Catholic Ministry, Diocese of Cleveland
Asian Services In Action, Inc. (ASIA, Inc.)
Bath Fitter
Blue Crimson Anime Junction
Body Tune Plus (jewelry with a purpose)
Boy Scouts of America
CAF APA Trivia/Photo Booth
Café
Chris Deighan Art
Cleveland Chinese Christian Church
Cleveland Division of Air Quality
Cleveland Dragon Boat Association
Cleveland Japanese MeetUp
Cleveland Metroparks
Cleveland Metroparks Outdoor Experiences
Cleveland Public Library
Cleveland Public Power
Cleveland Water
Confucius Institute at Cleveland State University
CUSTOMIZE NAME
Cuyahoga Community College
Cuyahoga Job and Family Services
Dang Good Foods
EastLand Food
Equal Employment Opportunity Commission
Essentially Inspired
Federal Bureau of Investigation
Financial Advising
First Aid
Garfield Memorial Church
Global Ambassadors Language Academy
GorgeousHenna
Gutter Logic of Ohio
HAITEA Bubble Tea
Henna by Varsha
Henna Fashions
Hmong Ohio Of Tomorrow (HOOT)
Humana Insurance
Information Booth
Instrument Discovery with The Cleveland Orchestra (Sunday only)
Jai Originals
Joyce Factory Direct / Bath Planet
Kay-Em Apparel
KeyBank
Kitchen Saver
Lost & Found
Lucky’s Charms and Supplies
MidTown Cleveland
MotivAsians for Cleveland
My Turquoise Kitten
Nature Green
OCA-Asian Pacific American Advocates
Patsiam
Peace and Love
PNC
Polly & Stretch Apparel
Progress with Chess
Progressive Insurance
Recovery Resources
Sabai Thai Massage
Saladmaster
Shaolin Kung Fu Institute
ShellGenie
Shiseido-Anna Beauty Center
Siam Orchid
Silver D’s Accessories
SnowBros Shavery
Sumak Crafts
Switch Art
The Cleveland Museum of Art
The LASIK Vision Institute
The Lubrizol Corporation
Third Federal
Tropical Flame Food Truck
Unique Home Solutions
Universal Windows Direct
Vinyl Record Art
Volunteer Check-in
VTrendz LLC

Outdoor Exhibitors
Cleveland Go Club
Margaret W. Wong and Associate
Northeast Ohio Regional Sewer District
Cleveland Public Safety Recruitment Team
Marilyn Missler DBA Threads of Hope, Inc.