



**Cleveland Asian
Festival
Sponsorship
Packet**

May 18 & 19

2024

AsiaTown - Payne Ave & E. 27th St - 11am to 7pm

OUR MISSION

- 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

"Cleveland Festival Guide 2019: 45 street parties, fairs and cultural celebrations"
– The Plain Dealer

"Best Festival" – Cleveland Hot List 2015

"CAF has achieved must-attend status" – 2014 ClevelandPeople.com



Cleveland Asian Festival

www.clevelandasianfestival.org

info@clevelandfestival.org

216.309.2759

CELEBRATING 15 YEARS OF EXCELLENCE

- In 2010, the first CAF had over 10,000 attendees
- In 2023, over 45,000+ attendees!
- The most attended CAF in 2016 had over 48,000 attendees
- Featured performances by local Asian American artist / groups

HIGHLIGHTS

- Marketplace and food by Asian-owned restaurants and businesses
- Performing arts
- Children's activities
- Health information and screenings
- Wellness demonstrations like Tai Chi, Qigong, Yoga and martial arts
- Educational materials and displays





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Sponsorship: Support Cleveland Asian Festival

We invite you to support the growing Asian American community by sponsoring the Cleveland Asian Festival. Backed by major Asian ethnic organizations and associations and 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, Erie Chinese Journal, World Journal Newspaper, Lotus, Indian International and more. There is also a large focus on social media outreach and engagement as well. We also anticipate live news coverage for this event as well.

Your organization'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, 2024** to take advantage of the marketing opportunities this event provides. Please contact us at 216.236.8881, or info@clevelandasianfestival.org, if you have any questions. We look forward to working with you.



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COMMUNITY BUILDING

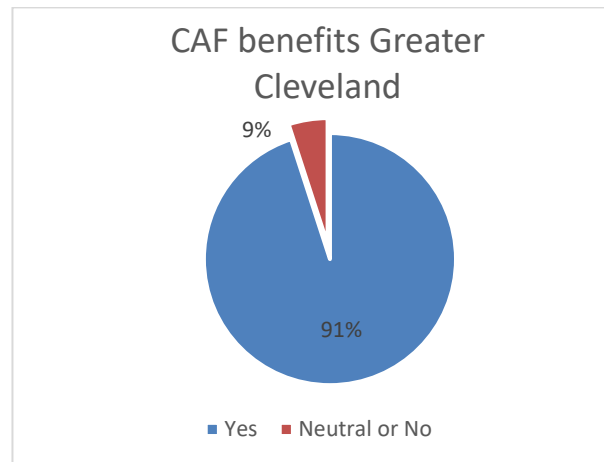
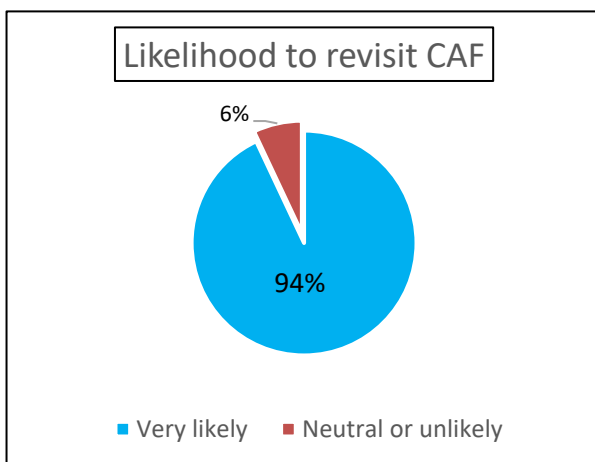
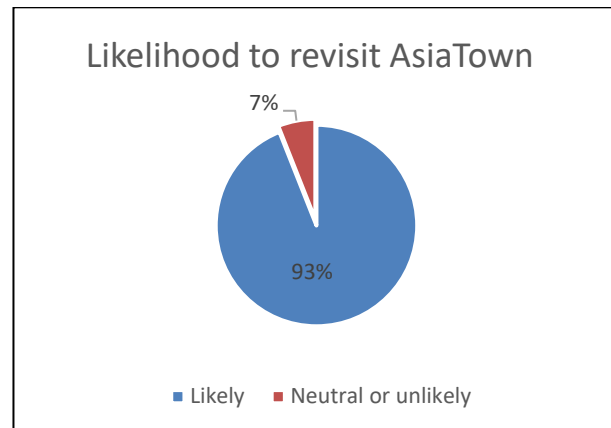
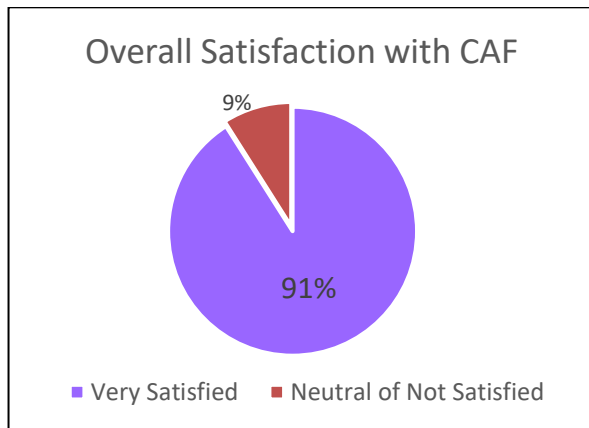
The two-day event is always free to the public.

Established in 2010, CAF unites Asian American groups in Northeast Ohio and provides an opportunity to learn and experience Asian cultures, heritage and traditions through performance arts, cultural displays, educational materials and workshops.

Leadership from:

- Chinese
- Vietnamese
- Filipino
- Indian
- Korean
- Japanese
- Laotian
- Indonesian
- Malaysian
- Thai
- And other groups

2023 Cleveland Asian Festival Survey Findings





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Sponsorship Benefits

Special Benefits	Distinguished \$10,000	Presenting \$5,000 (Δ)	Partner \$2,500	Associate \$1,500
Event Naming Opportunity	Underwrites a main stage, e.g. “[Company name] Stage” on <u>all publicity and announcements</u>	Underwrites event activity/area, e.g. “Food Court presented by [Company name]”		
On main stage during opening ceremony	X			
15 second verbal advertisement, announcement by emcee	2 per day	1 per day		
Social media shout out	X	X	X	
Option to have a booth at event <u>OR</u> dining table advertisements (Ω)	Featured Outdoor Location (Tent, Electricity, 2 Tables, 4 Chairs) <u>OR</u> 10 dining table ads	Featured Outdoor Location (Tent, Electricity, 1 Table, 2 Chairs) <u>OR</u> 5 dining table ads	Outdoor location (Tent, Electricity, 1 Table, 2 Chairs) <u>OR</u> 2 dining table ads	Outdoor location – Shared tent or bring your own tent (1 Table, 2 Chairs)
Inclusion in Program Booklet	2-page ad	1-page ad	1/2 page ad	Name listed
Name/Logo on event poster	Large logo on poster	Large logo on poster	Small logo on poster	Name listed on poster
Inclusion on CAF Sponsor Banner	Large logo Prominent placement	Large logo	Medium logo	Small logo (space permitting)
Company banner at event (Sponsor-provided, max 6’x2.5’)	At CAF main stage	At sponsored area	X	X
CAF Website (Σ)	X	X	X	X

Δ Presenting Sponsorship segments include Performance, Health Pavilion, Food Court, or World Marketplace

Ω Sponsor will provide table ads. Size is 10” X 20”

Σ 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, 2024**.



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SPONSORSHIP FORM

Please click on this link for the [Digital Sponsorship Form](#), if it doesn't work, please fill out the form below.

Yes, _____ (complete company name as you would like to have it listed) is proud to support the 2022 Cleveland Asian Festival at the following sponsorship level:

___ \$10,000 Distinguished Level ___ \$5,000 Presenting Level

___ \$2,500 Partner Level ___ \$1,500 Associate Level

Authorized Representative Name: _____

Signature of Authorized Representative: _____

Title: _____

Phone: _____ E-mail: _____

Street Address: _____

City/State/Zip: _____

Name / E-mail of contact person for your booth (if different from above): _____

Do you need a tent? ___ Yes ___ No
(Included for Distinguished, Presenting, and Partner Level, Extra \$200 for Associate)

Do you need electricity? ___ Yes ___ No
(Included for Distinguished, Presenting, and Partner Level, Extra \$150 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 \$40 ea) _____ # of Extra Chairs (Additional \$10 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

- Email your company logo and/or your camera ready advertisement **by March 31, 2024** 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" Portrait and half page at 5.25"x4.25" Landscape.
- 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, 2024** 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!
2023 SPONSORS and EXHIBITORS

Distinguished Sponsor

Cleveland Foundation
Jack Entertainment

Presenting Sponsors

AIDS Taskforce
Cleveland City Council – Ward 7
City of Cleveland Mayor Justin Bibb
Cleveland Public Power
Northeast Ohio Regional Sewer District
OCA Greater Cleveland

Partner Sponsors

Asian Services in Action
Bartell, Georgalas & Juarez
Cleveland Metroparks Zoo
Cleveland Institute of Art
Cleveland Public Library
City of Cleveland Water
First National Bank
KeyBank
Mansfield Northern Ohio Buick GMC Dealers
Mazda of Wooster
Molina Healthcare
PNC
Rustbelt Riders
Third Federal Savings & Loans
Tyler Village

Associate Sponsors

City of Cleveland Water Pollution Control
Cleveland Cavaliers
Cleveland Guardians
Cleveland State University Levin College
Destination Cleveland
ExtraSpace Storage
First Federal Lakewood
jumpstart
Lubrizol
Margaret W. Wong and Associates, LPA
Midtown
Nestle
T Mobile
Taft/
St. Clair Superior Development Corporation

Sponsors

Ace Taxi
Asia Plaza
Distillata
Dominion Foundation
imageLab
Media Design Imaging

Media Sponsors

ABC 5
AsiaTown Cleveland
AsiaTown Voice
Cleveland International Hall of Fame
Cleveland Photographic Society
ClevelandPeople.com
Erie Chinese Journal
Fresh Water Cleveland
India International Newspaper
Fox 8 News
TV20
WCSB 89.3
WKYC TV 3

Asian Food Court presented by CPP

Banh Mi & Noodles/Asian Town Center

Blasian Fusion
Bubble Time Mobile Kitchen
Dr. Hibachi
GREATKUP COFFEE
Himalayan Restaurant
Hunan Coventry
Ice or Rice Café
Kona Ice of Westlake
Li Wah / King Wah Restaurant
Ono Turo Turo
P&P Eggrolls
Parilya
Pho Sunshine
Red Bean Bakes
Roost
Siam Café
Thai It Up Food Truck
The Honeypot

World Marketplace

A Sprinkle of Seoul
AIDS Taskforce of Greater Cleveland
Akron Henna Art
All American Gutter Protection
Ashwiní's Krafts N Creations
Asian Services in Action (ASIA)
AsianWonder LLC
AsiaTown Cleveland / MidTown Cleveland Inc.
B&B Creative Designs LLC
Bartell Georgalas & Juarez, LPA
Blue Crimson Anime Junction
Catari
Causay Crafts
Cleveland Cavaliers
Cleveland Chinese Christian Church
Cleveland Division of Air Quality
Cleveland Dragon Boat Association
Cleveland Guardians
Cleveland Institute of Art
Cleveland Lead Advocates for Safe Housing
Cleveland Metroparks
Cleveland Museum of Natural History
Cleveland Public Library
Cleveland Public Power
Cleveland Water
Cleveland Water Pollution
Customize Name
Cuyahoga County Board of Developmental
Disabilities
Cuyahoga Job and Family Services
Destination Cleveland Truck
Eastland Food Corporation
Equal Employment Opportunity Commission
FBI Cleveland
First Federal Lakewood
First National Bank of PA
Gamer's Lair
Geeky Bits
Global Ambassadors Language Academy
(GALA)
Global Cleveland
GradePower Learning
Great Lakes JETAA
Greater Cleveland Regional Transit Authority
Head Art Works
Henna by Varsha
Information Booth / Lost & Found
JACK Cleveland Casino
Jaioriginals
Kay-Em Apparel
KeyBank
Leaf Home Water Solutions

LeafFilter Gutter Protection
LeafGuard
Lilla Rose Haircessories
Lucky's Charms and Supplies
Mansfield Buick
Mazda of Wooster
Molina Healthcare
MotivAsians
Mr. Roof
My Turquoise Kitten
Name-on-Rice Jewelry
National Kidney Foundation Serving Northern
OH
Native Crafts
Nature Green Corp
OCA Greater Cleveland – Asian Pacific
American Advocates
Patsiam
Peace and Love
PNC Bank
Polynesian Arts Council of Cleveland
SAFY of Cleveland
Say Yes Cleveland
Shaolin Kung Fu Institute
St Clair Superior Development Corporation
Starting Point/It Takes Heart
T-MOBILE
Taiwan Center For Mandarin Learning-
Cleveland
The Cleveland Orchestra
The Lubrizol Corporation
Third Federal
ThisIsCLE
Vinyl Record Art
Youth for Understanding USA
Yulin
Zygote Press

Indoor Exhibitors

Asian Adoptee Summer Camp / Asian
Adoptee Connection
Cleveland Department of Public Safety –
Public Safety Recruitment
Cleveland EMS
Cleveland Fire
Cleveland Go Club
Cuyahoga County Division of Senior and Adult
Services
Freshwater Cleveland
Lead Safe Resource Center
Margaret W. Wong & Associates LLC
Morgan Art of Papermaking Conservatory
Northeast Ohio Regional Sewer District
(NEORS)
Office of Civic Engagement Cleveland State
University
The Ohio State Highway Patrol