



BETTER CHINATOWN U.S.A.

2019 Sponsorship Opportunities



20th Annual New York City Lunar New Year Parade & Festival Sunday, February 17, 2019

New Year's Day Firecracker Ceremony & Cultural Festival Tuesday, February 5, 2019

Year of the Pig



Celebrate with The N.Y. Knicks

Lantern Cultural Festival

Sunday, March 24, 2019

Sunset Park Brooklyn: 66th - 67th Sts. & 8th Ave

Contact: Steven Tin
(917) 660-2402

stin@betterchinatown.com
betterchinatown.com

Sponsorship Contact

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(917) 660-2402
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Additional information found at betterchinatown.com

Introduction

Founded in 2001, Better Chinatown USA is a volunteer-based organization dedicated to the improvement of New York's Chinatown. The organization seeks to build community solidarity and generate greater awareness of Chinatown, the Asian-Chinese American culture by organizing special activities and events that bring the people of Chinatown and Asian Americans together.

The Chinatown Lunar New Year Parade & New Year's Day Firecracker Ceremony was founded in 1999 to provide New York's Chinese American community with a large scale celebration on par with those in San Francisco and Los Angeles. In recent years it has surpassed those; our event has grown into a New York City-wide affair and New York's biggest winter tourist attraction, luring thousands of visitors from all over the United States and the world.

Last year, a record 500,000+ spectators flooded the streets of Chinatown to welcome the year of the Rooster. A truly pan-Asian celebration, the Lunar New Year Parade features cultural performers and organizations from all across Asia, including China, Korea, Japan, Vietnam, Taiwan, Malaysia, Singapore and Hispanic & Mainstream American dancers, bands and cultural floats.

In addition to the annual Lunar New Year Parade & Firecracker Ceremony, Better Chinatown USA also organizes:

- 2018 joining the Autumn Moon Parade Festival is Hollywood's Warner Bros. "Smallfoot" for their release kickoff
- 2017 Better USA Youth Talent Competition
- 2017 1st Brooklyn Chinese American Soccer League
- CCTV Super Baby Talent Competition (for children 3-15 years old)
- Autumn Moon Festival & Lantern Parade in Manhattan and Brooklyn, NY
- Chinatown Independence Day Parade & Festival
- Thanksgiving Festival-turkeys and gently used clothing donated to seniors and gifts for children
- Christmas Gift Give-Aways (for children and seniors)
- Participation in building the first Chinese Archway gate in NYC at 8th Avenue, Sunset Park, Brooklyn, NY
- Atlantic City Boardwalk Lunar New Year Parade
- China Day Cultural Sports week

Event Details

The NYC Lunar New Year Parade & New Year's Day Firecracker Ceremony is comprised of the following events:

20th Annual NYC New Year's Day Firecracker Ceremony & Cultural Festival

- Date: Tuesday, February 5, 2019
- Time: 11AM – 3:30 PM
- Estimated Attendance: 200,000+
- Location: Sara Roosevelt Park (Intersection: Grand St, & Chrystie St.)
- Transportation: Located in the heart of Chinatown, within walking distance from all major subways & buses, and near Holland Tunnel, Brooklyn and Manhattan Bridges, and all out of town buses.

Description:

February 5th marks the first day of the 2019 Lunar New Year, which will be kicked off with 600,000 rounds of colorful unique designed firecrackers, prepared by highly trained detonation specialists. Setting off firecrackers is a traditional Lunar New Year practice believed to scare away evil spirits and welcome the New Year.

Expected attendees include local and federal politicians, community leaders and dignitaries. After opening ceremonies, a dozen Lion, Dragon, and Unicorn dance troupes will march down the main streets of Chinatown (Mott, Hester, Bowery, East Broadway, Bayard, Elizabeth, and Pell streets) to help ring in the New Year.

A massive festival will be in Sara D. Roosevelt Park that will feature all-day cultural performances by traditional and contemporary Asian and Asian-American singers and dancers, along with food, cultural gifts vendors, arts & crafts, Chinese calligraphy artists, and promotional booths.

20th Annual NYC Lunar New Year Parade & Festival

- Date: Sunday, February 17, 2019
- Festival & Booths time: 12:00PM – 5:00PM
- Parade start time: 1:00 PM
- Estimated Attendance: 600,000
- Location: Starts at Little Italy and goes through the main streets of Lower Manhattan/Chinatown (Mott, Canal, Bowery, Chatham Square, East Broadway, Eldridge, Hester, Forsyth, Grand & Broome Sts) and ends at the Lower East Side on Broome Street by Sara D. Roosevelt Park
- Transportation: Adjacent to NYC subway system, next to Manhattan Bridge, close by Brooklyn Bridge & Holland Tunnel and nearby all out of town buses.
- Cultural Festival & Booths: Sara D. Roosevelt Park (Grand & Forsyth St)

Description:

A colorful spectacle featuring floats, NYPD, FDNY and mainstream American marching bands, lion and dragon dancers, antique & exotic cars, beauty queens, Asian & Hispanic, West Indies musical performers, magicians and acrobats, and NYC Community organizations. The floats will feature various cultural performances and special guests. Over 15,000 individuals will march in the Parade, which will span every major street in Chinatown/Lower East Side.

This is the biggest winter parade in the East Coast and a national and international tourist attraction. Elected officials, celebrities and community leaders are scheduled to take part in the Parade, which will be covered by local, national and international media. An outdoor cultural festival will take place at the Sara Roosevelt Park by Grand St & Forsyth St that will feature Arts & Crafts, free promotional gifts, cultural, food, booths and performances by musicians, dancers, and martial artists.

Lantern Cultural Festival

Lantern Cultural Festival is the largest holiday during the Lunar New Year to celebrate the end of the New Year celebration. Better Chinatown USA will organize the Lantern Cultural Festival on 8th Avenue in Brooklyn. This area includes largest and fastest growing Chinese American community in the US comprising of Sunset Park, Bay Ridge, Bensonhurst, along with Staten Island and New Jersey.

Lunar New Year Special Journal- 10,000 copies will be distributed to Asian-American Community Organizations, businesses throughout the US and China and NYC & Co members outlet.

Star Attractions

- In September, Hollywood's Warner Bros. movie "Smallfoot" will join the Autumn Moon Parade Festival in NY and Brooklyn
- In 2018 we installed 30 special sound speakers on the main parade route lampposts to create more new year music, sponsors speeches and VIP greetings broadcasted along route.
- The NY Knicks joined the Lunar New Year celebration in New York City, at their Feb 24th game against the Boston Celtics at Madison Square Garden and at the Lunar New Year Parade on Feb 25, 2018
- We distribute 50,000 free US and China flags to spectators to create higher spirits and involvement
- In July 2017, we organized the Better USA Youth Talent Competition at the Queens Center with contestants from all over the US ranging in ages 4-10 years old
- In 2016 over 30 exotic cars including a Lamborghini joined the parade festivities
- In September 2014, we organized the 1st ever, Brooklyn Autumn Moon Lantern parade festival on 8th Ave. Sunset Park. The fastest growing Chinese-American community in the U.S., over 100,000 spectators was drawn to the area. A West Indies Dance Troup and African American band performed in the Autumn Moon Cultural Festival
- In 2013 Parade Festival, numerous top Cultural Troupes from China and from throughout the USA participated in the great event.
- September 2012 Autumn Moon Festival with Children's Lantern Parade & China Week, with cooperation and support from China's Cultural Ministry, Tourism Dept., Guangdong T.V. and numerous top China East Coast cultural troupes, artists and food experts were invited from China and NYC to perform and demonstrate arts & crafts, and share their culture in Union Square Park.
- "Good Will Princess": International & NYC Asian American Model Pageant contestants will be modeling traditional Chinese evening gowns and cultural dresses during festival.
- 2012 TLC "Cake Boss" TV Show participated in our 13th Lunar New Year Parade by making a "dragon" cake, for 1000 people to march & tasting it after parade.
- 2012 - 230 Jr. High School Cultural Students from 5 Beijing Schools participated in our 13th Lunar New York Parade.
- 2011 – The Cirque Du Soleil from Las Vegas marched in our parade & performed in our festival.
- 2011 with China's Cultural Ministry support – We invited the top Inner Mongolian Musician Troup and Shanxi Art & Craft Artist to perform in our Autumn Moon Festival.
- In 2009 we sponsored China's National Acrobatic & Cultural troupe to march with us in the Lunar New Year Parade and perform at award banquet dinner.
- In 2008, for the first time we invited one of the most famous T.V. / movie star entertainers of Hong Kong, China/Asia Ms. Nancy Sit to serve as our 1st ever Honorary Good Will Ambassador. This created huge coverage & interest about our event throughout the U.S. and Asia. Along with her presence leading the parade, she performed to a sold out banquet dinner.
- In 2007 we sponsored China's Guangzhou National Cultural Puppet Troup to perform in our New Year event and throughout the Chinese American community for a great cultural diverse experience. We received wide media attention in China on their sponsored cultural tour to New York

Sponsorship Levels and Benefits

Becoming a sponsor of the 20th Annual Chinatown Lunar New Year Parade & New Year's Day Firecracker Ceremony is a great way to promote your brand to the high-income Asian American community, the high-spending New York City metropolitan market, the international consumer market, and China. In addition to providing our sponsors with top-line exposure at the event, we will also publicize your corporate involvement through advertisements, promotional materials (i.e. posters) and our media outreach campaign.

Sponsorship Levels:

1. Title Sponsor
2. Presenting Sponsor
3. Honorary Sponsor
4. Diamond Sponsor
5. Platinum Sponsor
6. Gold Sponsor
7. Media Sponsor

- **Special early commitment-20% discount on all sponsorships signed by Oct 19, 2018 and paid by Nov 11, 2018**
- **Early commitment-10% discount on all sponsorships signed by Dec 4, 2018 and paid by Dec 11, 2018**
- **We are open to discuss special needs and suggestions that fit your sponsorship needs and promotional ideas.**

SPONSORSHIP DEADLINE - JANUARY 10, 2019

IN ORDER TO GET SELECT PACKAGES, TOP FLOAT LINE UP POSITION, DESIGN AND TOP BOOTH LOCATIONS ARE AT FIRST COME, FIRST SERVED BASIS AND BY SPONSORSHIP LEVEL

Title Sponsor

\$60,000

- Company name designated as Title Sponsor for our two major New Year Events
- First rights as Title sponsor for the next three years
- Category exclusive (if committed by 10/19/2018) Company float will be among the top two floats leading the parade
- Designation as Title Sponsor and corporate logo on all promotional material (advertisements, posters, t-shirts, programs) and along parade route
- Designation as Title Sponsor and corporate logo on all press materials (media alerts, press releases)
- Title sponsor will receive exclusive category rights on booth, press conference and festival stage signage (banner provided by sponsor)
- Complimentary float (32L x 8W x 4H) leading Parade with corporate logo posted on both sides (the float also includes a 12' tall two-sided backboard that can be used for signage)
- Asian cultural performer to ride on float as Goodwill Ambassador(if requested)
- On-stage signage on main stage and welcoming stages throughout the parade route
- Volunteer marshals will wear company sweatshirts or vests at Opening Ceremony at stage (provided by sponsor)
- 4 complimentary booths (10'x10') at Lunar New Year Firecracker Ceremony =(10'x40') and Parade Festival = (10'x40') includes tent, table, chairs and generator
- A 10'x20' booth can be set up by the parade mid-point – VIP reviewing area
- Title sponsor has right to bring in their own company tent
- Prominent signage at Press Conferences
- Speaking opportunity at press conference
- Permission to include corporate vehicle (if applicable) as part of Parade procession
- Company logo as Title sponsor on cover of new Year Journal
- A full color front page, with company name and logo in our special New Year Journal-10,000 copies
- 40 special custom made Chinese colorful banners/flags with company logo, displayed throughout the 2 events and other year round events.
- Year-round company logo display on our web-site throughout the year 2019
- 2-week advertisement in the Chinese American Newspaper & major magazine or major newspaper and T.V. advertisement with company logo (if T.V. sponsor obtained)
- Event posters throughout the Lower East Side & other Chinese-American Communities
- Receive VIP Award as our Title sponsor at festival
- Cultural performers can be arranged to perform on float with sound system and generators provided on float
- Representatives invited as VIP to lead and march with dignitaries in parade
- Representatives invited as VIP for opening ceremony of the Lions Troupe Feed and to make opening speeches
- ❖ Title sponsor has the right to promote both event in their New Year advertisement

Presenting Sponsor

\$45,000

- Designation as Presenting Sponsor and corporate logo on all promotional material (advertisements, posters, t-shirts, programs) and along parade route
- Designation as Presenting Sponsor and corporate logo on all press materials (media alerts, press releases)
- Presenting sponsor will receive exclusive category rights on booth, press conference and festival stage signage (banner provided by sponsor)
- Complimentary float (32L x 8W x 4H) leading Parade with corporate logo posted on both sides (the float also includes a 12' tall two-sided backboard that can be used for signage)
- Asian cultural performer to ride on float as Goodwill Ambassador(if requested)
- On-stage signage on main stage and welcoming stages throughout the parade route
- Volunteer marshals (if no Title Sponsor) will wear company sweatshirts or vests at Opening Ceremony at stage (provided by sponsor)
- 3 complimentary booths (10'x10') at Lunar New Year Firecracker Ceremony = (10'x30') and Parade Festival =(10'x30') includes tent, table, chairs and generator
- A 10'x10' booth can be set up by the parade mid-point – VIP reviewing area
- Presenting sponsor has right to bring in their own company tent
- Prominent signage at Press Conferences
- Speaking opportunity at press conference
- Permission to include corporate vehicle (if applicable) as part of Parade procession
- Company logo as presenting sponsor on cover of new Year Journal
- A full color front page, with company name and logo in our special New Year Journal-10,000 copies
- 30 special custom made Chinese colorful banners/flags with company logo, displayed throughout the 2 events and other year round events.
- Year-round company logo display on our web-site throughout the year 2019
- 2-week advertisement in the Chinese American Newspaper & major magazine or major newspaper and T.V. advertisement with company logo if T.V. sponsor obtained
- Event posters throughout the Lower East Side & other Chinese-American Communities
- Receive VIP Award as our presenting sponsor at festival
- Cultural performers can be arranged to perform on float with sound system and generators provided on float
- Representatives invited as VIP to lead and march with dignitaries in parade
- Representatives invited as VIIP for opening ceremony of the Lions Troupe Feed and to make opening speeches
- Presenting sponsor has the right to promote both event in their New Year advertisement

Honorary Sponsor

\$29,000

- ❖ Prominent corporate logo on all promotional material (advertisements, posters, fliers, t-shirts, program) and along parade route
- ❖ Prominent acknowledgement in all press materials (media alerts, press releases)
- ❖ One complimentary float (28L x 8W x 4H) placed near head of the Parade with corporate logo posted on both sides (the float also includes a 12' tall two-sided backboard that can be used for signage)
- ❖ On-stage signage on main stage and welcoming stages throughout the parade route
- ❖ 2 complimentary booths at Lunar New Year Firecracker Ceremony =(10'x20') and Parade Festival =(10'x20')) includes tent, table, chairs and generator
- ❖ Sponsor has right to bring in their own company tent
- ❖ Prominent signage at Press Conferences
- ❖ Speaking opportunity at press conference
- ❖ Permission to include corporate vehicle (if applicable) as part of Parade procession
- ❖ A full color back cover in the special New Year Journal-10,000 copies
- ❖ Company logo throughout the parade route
- ❖ 20 Chinese cultural banners/flags throughout the parade route
- ❖ 2 week advertisement in the Chinese American Newspaper & major magazine or major newspaper and T.V. advertisement with company logo if T.V. sponsor obtained
- ❖ Receive VIP Award as our honorary sponsor at festival
- ❖ Cultural performers can be arranged to perform on float and generators provided on float (if requested)
- ❖ Event posters throughout the Lower East Side & other Chinese-American Communities
- ❖ Representatives invited to lead and march with dignitaries in head of parade
- ❖ Representatives invited as VIP for opening ceremony of the Lions Troupe Feed
- ❖ Representatives invited as VIP to make opening speeches

Diamond Sponsor \$22,000

- ❖ Prominent corporate logo on all promotional material (advertisements, posters, fliers, t-shirts, program) and along parade route
- ❖ Prominent acknowledgement in all press materials (media alerts, press releases)
- ❖ Complimentary float (28L x 8W x 4H) placed near front of the Parade with corporate logo posted (the float also includes a 12' tall two-sided backboard that can be used for signage) generator provided on float
- ❖ On-stage signage on main stage and welcoming stages throughout the parade route
- ❖ Complimentary booth at Lunar New Year Firecracker Ceremony and Parade Festival (10'x10') includes tent, table, chairs and generator
- ❖ Prominent signage at Press Conferences
- ❖ Speaking opportunity at press conference and opening ceremonies
- ❖ 1 full color page in Special New Year Journal
- ❖ Company logo throughout the parade route
- ❖ 15 Chinese cultural banners/flags
- ❖ 2 week advertisement in the Chinese American Newspaper and major magazine or major newspaper and T.V. advertisement with company logo if T.V. sponsor obtained
- ❖ Representatives invited as VIP to march with community leaders
- ❖ Representatives invited as VIP for opening ceremony of the Lions Troupe Feed

Platinum Sponsor \$15,000

- Corporate logo on all promotional material (advertisements, posters, fliers, T-shirts, programs) and along parade route
- Acknowledgement in all press materials (media alerts, press releases)
- Complimentary float (26L x 8W x 4H) placed in the Parade with corporate logo posted (the float also includes a 12' tall two-sided backboard that can be used for signage)
- On-stage signage on main stage and welcoming stages throughout the parade route & Firecracker Festival
- Complimentary booth at Lunar New Year Parade Cultural Festival, or at the Firecracker Festival (10'x10') includes tent, table & chairs
- Acknowledgement at press conference, opening ceremonies
- 1 full color page in Special New Year Journal
- 10 Chinese cultural banners/flags throughout the parade route
- 2 week advertisement in the Chinese American Newspaper and major magazine or major newspaper and T.V. advertisement with company logo if T.V. sponsor obtained

Gold Supporter**\$8,000**

- Corporate logo on all promotional material (advertisements, posters, fliers, T-shirts, programs) and along parade route
- Acknowledgement in all press materials (media alerts, press releases)
- Complimentary booth at Lunar New Year Firecracker Ceremony and Festival or at the Parade Cultural Festival (10'x10')
- Acknowledgement at press conference, opening ceremonies
- ½ color page in Special New Year Journal
- Signage on both New Year events

Media Sponsor**special promotional sponsor arrangement**

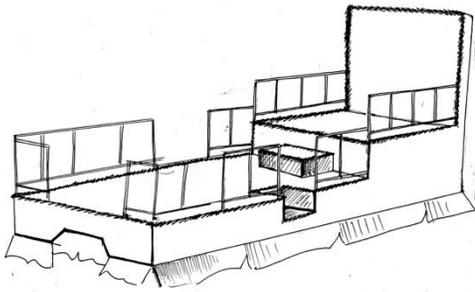
- Designation as Media Sponsor and corporate logo on all promotional material (advertisements, posters, programs, press conferences, fliers, t-shirts)
- Acknowledgement in all press materials (media alerts, press releases)
- Signage and complimentary booth at Lunar New Year Firecracker Ceremony and Festival
- Prominent signage at Press Conference
- Acknowledgement at press conference and opening ceremonies
- Permission to include corporate vehicle (if applicable) as part of Parade procession

Float Information

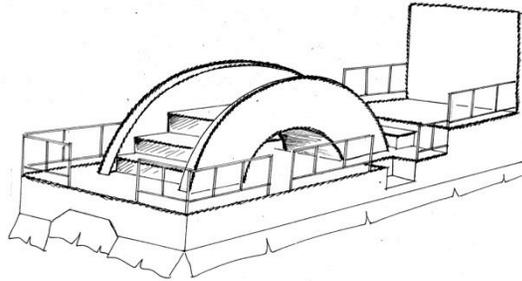
Numerous designs to choose from- basic company logos & messages can be on both sides and back board (10' tall, front and back) 8'Wx28L' included. Holds up to 60 people. (Special extra design artwork on float body and top can be arranged with float company, any extra cost paid for by sponsor)

Sample Images:

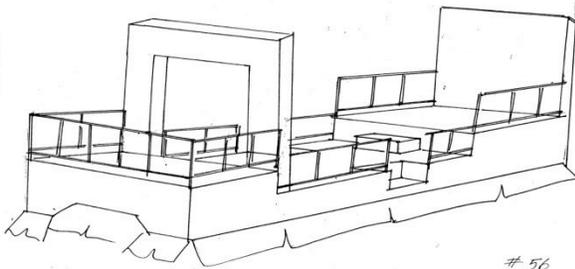
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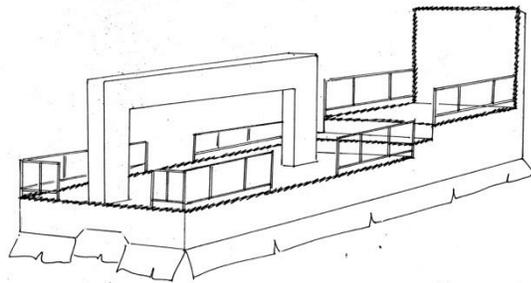
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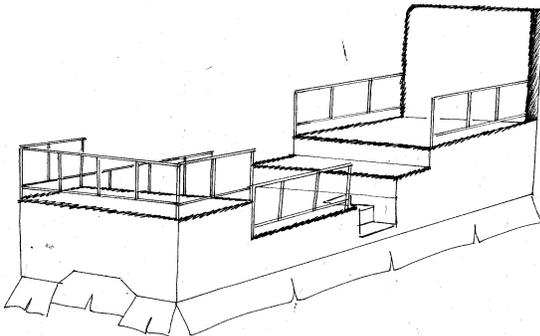
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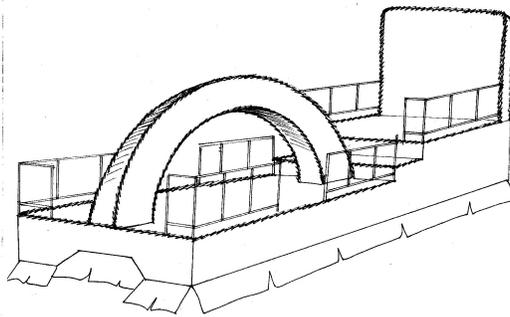
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Float Rentals

A float will ensure that your corporation with company logo displayed all over float will make a highly visible impact at the 2018 NYC Lunar New Year Parade. With over 500,000 spectators that include local residents and visitors as well as national and international tourist, a float will proudly demonstrate your support of the parade, Asian American community and New York multicultural experience.

Below are the rates for the float rentals:

Float: \$5,900 - **for one company or organization sponsor.

Any additional company logos will need written permission and extra fee.

Length: 28-32 feet Width: 8 feet Height: 4 feet

Back Board: 8 feet W x 8 feet H (front), 8 feet W x 12 feet H (back)

Note: The float also includes a 12' tall two-sided backboard (front & back) that is excellent for advertising and signage. Corporate banners can also be posted on both sides of the float. A PA system can also be connected to the float to provide audio capabilities that will permit amplified sound for live performances. (Not included)

*Numerous float designs available on a 1st come basis and by sponsorship level.

**Note: Each float is for single company or organization. Only its logo and name allowed on float. No multi company/ organization/sponsor logo/name allowed, any additional sponsor logo/name on same float must pay additional sponsor fee with written permission agreement from Better Chinatown USA.

Additional fees as follows:

2 companies/organizations- additional \$2,000

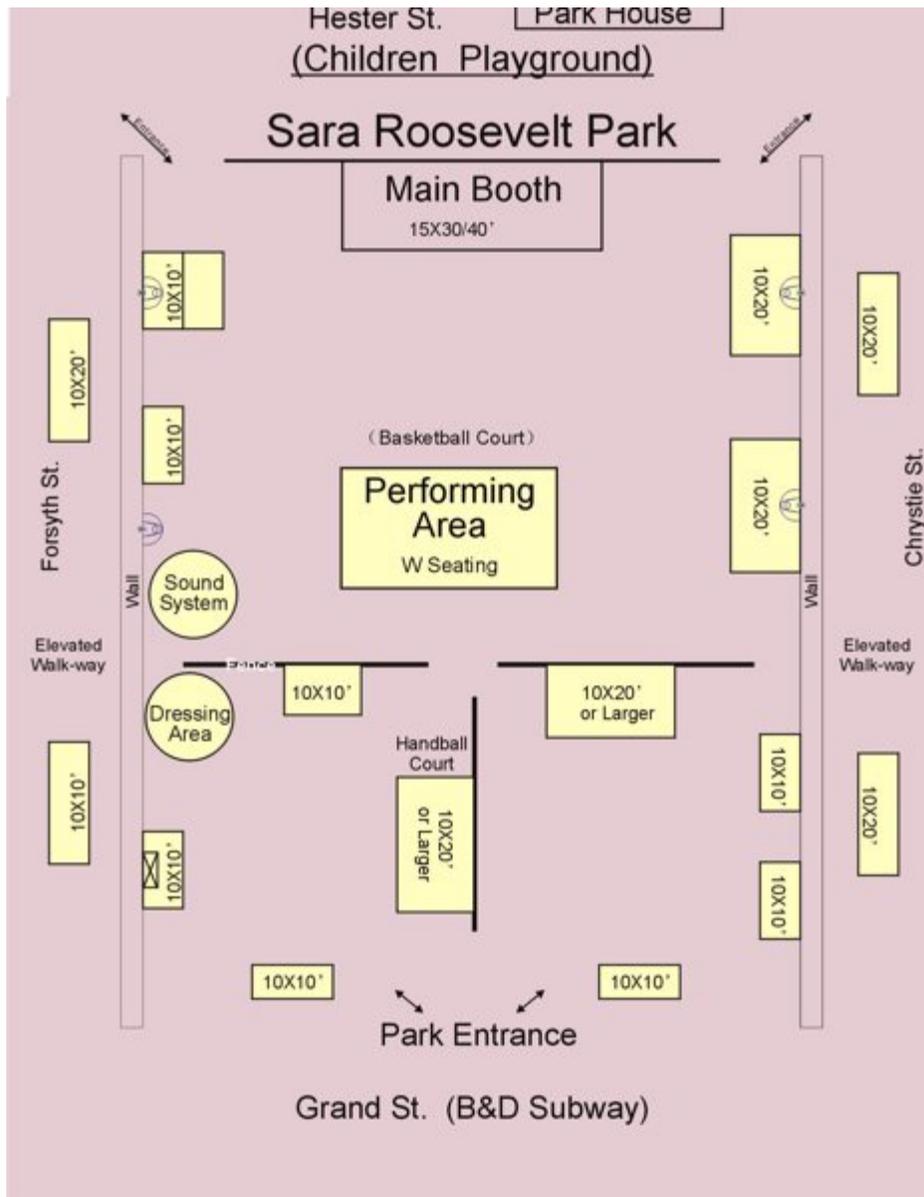
3 companies/organizations- additional \$3,000

4 or more companies/organizations- additional \$3,800

Community Non Profit Organization/Association: \$4,500

Additional companies/organizations, same as above

Sara D. Roosevelt Park Festival Layout



Previous Sponsors

AT&T
McDonald's
Mass Mutual
Verizon
Mohegan Sun Casino
HSBC
Warner Bros.
Wal-Mart
State Farm
China Southern Airline
Coca-Cola
New York Knicks
China Eastern Airline
Air China
American Airlines
Money Gram
NYFSC
I.B.M
Health Plus
New York Life
Bank of America
Allstate
Volvo Cars
T D Bank
Harrah's Entertainment
Oxford-United Health
Emblem Health
Burger King
Commerce Bank
New York Daily News
New York Post
New York Times
Sing Tao Daily
World Journal
Fortune Furniture

Moutai
SimulTV
Harbin Lager Beer / Anheuser Busch
ABC TV
Con Edison
Cirque Du Soleil from Las Vegas
Dish Network
Haagen Dazs
Fidelis Care
U S Census 2010
World Casino
H & R Block
Disney Radio
China Press
Miss New York Chinese Pageant
FM 92.3
CBS
Multi-Media Sino-TV
Affinity Health Plan
Washington Mutual
Western Union
C.C.B.A. Chinese Community Center
On Leong Merchants Assoc.
Fukien Association of America
CenterCare
Empire State Development Co
New York Chinese Business Assoc.
Sinovision
Hong Kong TVB
Care Plus
Health First