

BETTER CHINATOWN U.S.A.

**2024 Sponsorship Opportunities
Year of The Dragon**



**26th Annual New York City
Lunar New Year Parade & Festival**

Sunday, February 25, 2024

**New Year's Day Firecracker
Ceremony & Cultural Festival**

Saturday, February 10, 2024

Appreciation Banquet Celebration

Saturday, March 9, 2024

The 1st Holiday Toy & Gift Giveaway Parade Festival

Sunday, December 17, 2023



(917) 660-2402
Contact: Steven Tin
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betterchinatown.com



Sponsorship Contact

Steven Tin

(917) 660-2402 bettartin@yahoo.com

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 Rat. A truly pan-Asian celebration, the Lunar New Year Parade features cultural performers and organizations from 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:

- 2022, May, the very first Asian Pacific Islander American Parade organized by Better Chinatown USA, along midtown, Ave of the Americas from 44th St to 55th St. To celebrate the Asian Pacific Islanders cultures during Asian cultural month
- 2022, Sept and Oct, organized the Chinese American Friendship Parade in Brooklyn, Sunset Park and NYC Mott St Chinatown
- 2021, Supported the Beijing 2022 Winter Olympics Banquet, Flushing, NY - 400 community leaders attended
- 2021, Organized the Autumn Moon Festival at Brooklyn Borough Hall
- 2021, Autumn Moon and China Day Parade Festival, 8th Ave Brooklyn
- 2021, Organized Brooklyn Youth Soccer clinic for 4–15 year-olds, over 100 participants -April to Dec
- 2020, during the Co-vid 19 pandemic crisis, we donated over 300,000 face masks and 20,000 hand sanitizers to the community's needy, senior centers, NYPD PCTs., and many others.
- 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 Youth Soccer Clinic
- 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:

26th Annual NYC New Year's Day Firecracker Ceremony & Cultural Festival

- Date: Saturday, February 10, 2024
- Time: 11AM – 3:30 PM
- Estimated Attendance: 100,000+
- 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.
- Also spectators can walk around Chinatown to celebrate and view lions and dragons performing in Chinatown

Description:

February 10th marks the first day of the 2024 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) from 1pm to 4pm 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.

26th Annual NYC Lunar New Year Parade & Festival

- Date: Sunday, February 25, 2024
- Festival & Booths time: 11:30PM – 3:30PM located in the heart of Chinatown
- 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 St) 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: Located in the heart of Chinatown. Bayard St between Mott St and Mulberry St

Description:

A colorful spectacle featuring floats, NYPD, FDNY and mainstream American marching bands, lion and dragon dancers, , exotic cars, antique cars & special sports 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 25,000 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.

Appreciation Banquet Celebration

To thank all involved with the celebration of all Lunar New Year events. TBA

The 1st Holiday Toy and Gift Giveaway Parade Festival

To celebrate Christmas and New Year

Date: Sunday December 17, 2023

Location: Flushing, NY Parade starts at Franklin Ave/Main St

Festival and Toy Giveaway located in Tangram Mall on 39th Ave



EVENT ACTIVITIES

Event is FREE admission with diverse cultural performance: singing, dancing, street dancing, martial arts, cultural costumes, modeling performance ages 4-80, lion's troupe, arts and crafts, calligraphy, social information booths, food, children's lantern making, promotional free gifts booths and much more. Free children's lantern for parade, balloons and more

About the Organizers

Better Chinatown USA (Event Organizer)

Founded in 2001, Better Chinatown USA is a volunteer-based organization dedicated to the improvement of New York's Chinatown and Lower East Side. The society seeks to build community solidarity and generate greater awareness of Chinatown and Lower East Side, the Asian-Chinese American culture by organizing special activities and events that bring the people of Chinatown and Asian Americans together while also attracting tourists and main stream visitors. In addition to the huge annual Lunar New Year Parade & Firecracker Ceremony, the Better Chinatown Society also organizes the annual Autumn Moon Festival & Children Lantern Parade, the Chinatown Independence Day Parade & Festival, Atlantic City Lunar New Year Boardwalk Parade, Easter Family Festival, Christmas Senior & Children Free Gifts and Clothing Festival, US Asian American youth Talent Competition along with numerous sports tournaments and many other community social events.

The Better Chinatown USA has also created an Autumn Moon Festival & China Week & Sino-American Friendship Festival in New York Celebration Committee which includes numerous Chinese American community organizations, NY official leaders and numerous main stream American organizations who serve as our leader's volunteers and advisors. Their combined efforts will make this event one of the most successful and popular fall attraction in NYC.

- **NYC Mayor Eric Adams** and **Community Affairs Commissioner Fred Kreizman** helped obtain representation at midtowns Asian American cultural Parade
- **NYC Mayor Bill de Blasio** announced and recognized the Executive Director Steven Tin on Feb 9, 2020, as "Steven Tin Day" during the Lunar New Year Parade opening ceremony. Citing his outstanding accomplishments throughout the years with Better Chinatown USA in promoting the Chinese American traditional culture and attracting tourism and businesses in NYC's Chinatown.
- **NYC & Company** is the N.Y.C. tourism agency that helps to promote this event throughout the US and worldwide media network.
- **ABC** has been our mainstream media sponsor for the last couple of years
- **Chinese American Advisory Committee** – a community board comprised of Chinese-American mainstream businesses, community leaders community residents, cultural groups and elected officials.

The Opportunity

By participating as a sponsor, you will reach a wide section of emerging and niche markets, fastest growing multi diversify middle class residential neighborhood throughout NYC. This includes the Chinese American and Asian American markets, the New York City tourism market, metro area consumers, and importantly, brand recognition in China's fast-growing market.

China

New York's Chinatown, Sunset Park, 8th Ave. and Flushing Queens, has long been a gateway into the American market for China based companies and brands. With global interest in the Chinese market at an all-time high, many domestic corporations are now looking towards Chinatown as a threshold into China. This is not surprising when you consider the facts: (1) a large percentage of Chinese-American residents travel to China on a regular basis, (2) most residents call China on a weekly basis, (3) Chinatown is a must-see destination for Chinese expatriates and tourists, and (4) Based newspapers work closely with their main bureaus in Hong Kong, Beijing and Shanghai. (5) Tourists from China into New York and the U.S. are growing at a welcoming rapid record pace.

Brooklyn

Eleven years ago, we organized events in the fastest growing, most diverse NYC boroughs, especially in Sunset Park, Bay Ridge, Cobble Hill, Bensonhurst, Sheepshead Bay, and of course Brooklyn's metropolitan area of Chinese Americans coming to the United States. We also see residents from our neighboring borough of Staten Island and Queens come across the bridge for the diversity in our areas. Last year our festival in Brooklyn attracted over 40,000 spectators and 100,000 of parade spectators, consisting of mostly middle-income families ranging in ages of 25-50 years old. Previous years, with the support of the China Cultural ministry and the expanded route for parade festival along 8th Ave., a Lantern festival was held with a turnout of over 40,000 spectators lining the streets from 64th St to 55th St
5,000 free children's lantern distributed to children 12 years old and under for participating.

Flushing

Last few years we have organized numerous events in Flushing, NY. Another fast-growing Asian Community in NYC

Previous Star Attractions

- May 2022, First NYC Asian Pacific Islander American Cultural and Heritage Parade in Midtown 6th Ave. from 44th St to 55th St
- Oct 2021, Supported the Beijing 2022 Winter Olympics in Flushing and Brooklyn
- Sept 2021, Autumn Moon Festival Cultural Celebration in Flushing and Sunset Park, Brooklyn
- April- Dec 2021, Youth Soccer Clinic for 4-15 year old's in Brooklyn NY
- May 2019 the 3rd Asian American Youth Talent Competition was held in Brooklyn
- Feb 2019 the NY Knicks NBA stars joined and marched in the LNY parade
- Feb 2019 the BCUSA performed at the Madison Square Garden Knicks half time show with Lions, dragons and cultural dancers
- Feb 2019 Hollywood's "Lego Movie" joined our parade and firecracker festival

- Sept 2018 events - we worked with China Guangdong Cultural Ministry to bring top martial arts and cultural troupe to perform in festival and participate in parade
- Sept 2018 Hollywood's "Warner Bros" "Small Foot" joined our parade
- July 2017 and Aug 2018, we held "The 1st & 2nd Asian American National Youth Talent Competition at the Queens theater.
- July 15, 2016 – BCS organized with "CCTV" China Educational TV and Asian Magazine, a "SuperBaby" Talent competition. Top finalists were chosen for next round to be held in Dallas, TX. Top U.S. national finalists to continue to compete in Beijing, China
- In 2016 over 100 unique exotic sports & antique cars participated in the Lunar new Year Parade
- In 2015 for the first time, colorful parade floats participated in the Brooklyn Lantern Parade
- From 2014 - 2018 the top 20 East Coast Chinese American Beauty Pageant winners from past and present served as parade princess's
- In 2013 Autumn Moon Festival & 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.
- "Good Will Princess": International & NYC Asian American Model Pageant contestants will be modeling traditional Chinese evening gowns and cultural dresses during festival.
- Performances from top Beijing Acrobatic and Dance Troupes in 2012
- 2012 TLC "Cake Boss" TV Show participate in our 13th Lunar New Year Parade by making a "dragon" cake, for 1000 people to march & tasting it after parade.
- 2012 - 230 Junior High School Students from 5 Beijing Schools participated in our 13th Lunar New Year 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 to perform their traditional music with traditional instruments. Shanxi Art & Craft Artists demonstrated their crafts 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 culturally 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 26th 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

- **Early commitment-10% discount on all sponsorships signed by Nov 30, 2023 and paid by Dec 12, 2023**
- **We are open to discuss special needs and suggestions that fit your sponsorship needs and promotional ideas.**

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| SPONSORSHIP DEADLINE – January 5, 2024 |
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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**\$50,000**

- 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 - Company float will be the top float 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
- 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 website throughout the year 2024
- 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
- Receive a VIP table of 10 seats to the "Celebration Banquet" at end of events- TBA
- The 1st Holiday Toy and Gift Giveaway Parade and Festival
- ❖ Title sponsor has the right to promote both event in their New Year advertisement

Presenting Sponsor

\$38,000

- 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 top 3 inline 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
- 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 website throughout the year 2024
- 2 weeks 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
- Receive a VIP table of 6 seats to the "Celebration Banquet" at end of events- TBA
- The 1st Holiday Toy and Gift Giveaway Parade and Festival

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 weeks 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
- ❖ Receive a VIP table of 4 seats to the "Celebration Banquet" at end of events- TBA
- ❖ The 1st Holiday Toy and Gift Giveaway Parade and Festival

Diamond Sponsor**\$25,000**

- ❖ 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 weeks 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
- ❖ Receive a VIP table of 6 seats to the "Celebration Banquet" at end of events- TBA

Platinum Sponsor**\$18,000**

- 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 weeks advertisement in the Chinese American Newspaper and major magazine or major newspaper and T.V. advertisement with company logo if T.V. sponsor obtained
- Receive a VIP table of 2 seats to the "Celebration Banquet" at end of events- TBA

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
- Receive a VIP table of 2 seats to the “Celebration Banquet” at end of events- TBA

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

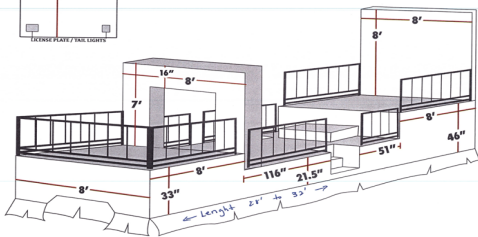
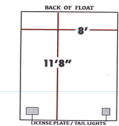
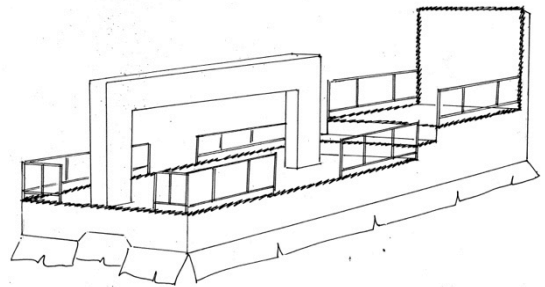
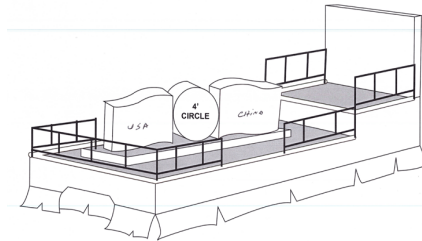
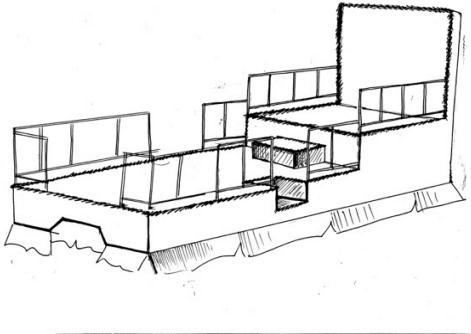


Float Information

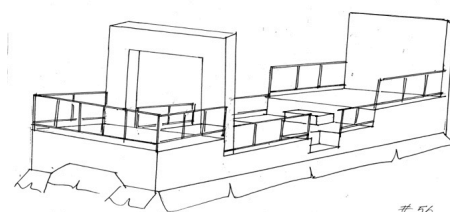
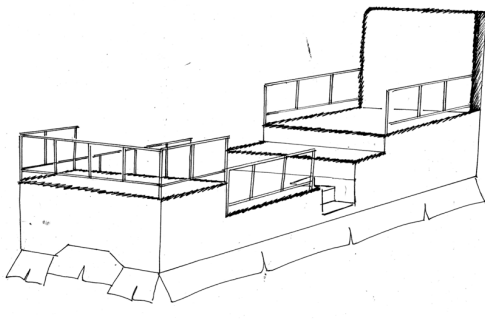
Numerous designs to choose from- basic company logos & messages can be on both sides and back board (10' tall, front and back) 8'Wx28L' included. Holds up to 60 people. (Special extra design artwork on float body and top can be arranged with float company, any extra cost paid for by sponsor)

Sample Images:

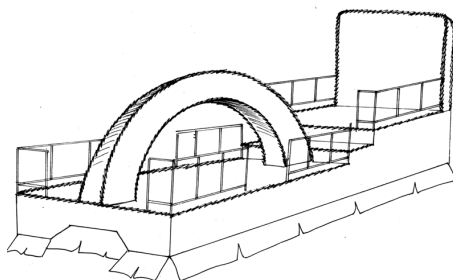
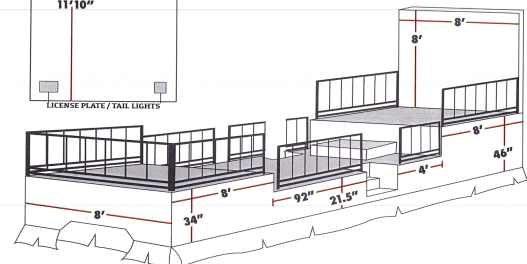
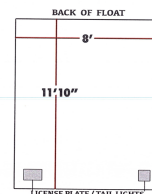
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Float Rentals

A float will ensure that your corporation with company logo displayed all over float will make a highly visible impact at the 2024 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: \$6,500 - **for corporate sponsorship.

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 Organization/Association: \$4,800

Additional companies/organizations, same as above

Booth Rentals

Booths are available for rental for the NYC Lunar New Year Parade Festival, Feb 25, 2024 or the Firecracker Cultural Festival, Feb 10, 2024

Below are the rates for booth rental:

Corporate/ Business Booth Option 1:

| | |
|----------------------------------|---------------------------|
| \$1,988 for Feb. 10, 2024 | W 10' x L 20' Tent |
| \$1,588 for Feb. 25, 2024 | W 10' x L 20' Tent |

Additional space can be arranged, example: 10'x30', 20'x20', 20'x30' etc

Two tables and 4 chairs will be provided

Corporate/Business Booth Option 2:

| | |
|----------------------------------|-----------------------|
| \$1,288 for Feb. 10, 2024 | 10' x 10' Tent |
| \$1,100 for Feb. 25, 2024 | 10' x 10' Tent |

Community Service Booth:

| | |
|--------------------------------|-----------------------|
| \$700 for Feb. 10, 2024 | 10' x 10' Tent |
| \$600 for Feb. 25, 2024 | 10' x 10' Tent |

Antique Car Rental:

\$988 – seats up to 4-5 people –
with company or organizations banner leading car
\$688 – Exotic Music 3 Wheeler Motorcar -seats 1 person
with company or organizations banner leading car

Food and Cultural vendor booths welcome: at special rates



Past Sponsors

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T D Bank
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Commerce Bank
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New York Post
New York Times
Sing Tao Daily
World Journal

Cirque Du Soleil from Las Vegas
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Fortune Furniture
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Miss New York Chinese Pageant
FM 92.3
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Affinity Health Plan
Washington Mutual
C.C.B.A. Chinese Community Center
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Fukien Association of America
Hong Kong Business Association
CenterCare
Bank of Hope
Empire State Development Co
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Sinovision
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Hong Kong TVB
New York Business Association
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Cathay Bank
China Press
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Chinese American Guangxi Federal Association
Relay of Love Foundation

Sara D. Roosevelt Park Festival Layout

