



美國繁榮華埠總會
Better Chinatown USA



BETTER CHINATOWN SOCIETY U.S.A.

BETTER COMMUNITY U.S.A.

2026 Sponsorship Opportunities

“The 5th NYC AAPI Heritage Cultural Parade”

Sunday, May 17, 2026

NYC Midtown, 44th St – 55th St

Along 6th Ave. Avenue of the Americas

**“24th Autumn Moon Cultural Festival & Children’s
Lantern Parade”**

Sunday, Sept 20, 2026

1st time along 86th St. from 20th Ave – 25th Ave Brooklyn, NY

“Lantern Parade & Festival Booths”

Saturday, Sept 26, 2026

Mott St, Chinatown, NYC



Steven Tin
(917) 660-2402

bettertin@yahoo.com
betterchinatown.com
Better Community USA
501-C3 Organizer



Introduction

Founded in 2001, Better Chinatown USA is a volunteer-based organization dedicated to the improvement of New York City's communities. The organization seeks to build community solidarity and generate greater awareness of the Asian American culture by organizing special activities and events that bring the people of NYC and Asian Americans together. Registered as a 501 c3 non-profit organization as Better Community USA

Last year, a record 500,000+ spectators flooded the streets of midtown to celebrate. A truly pan-Asian celebration, the AAPI parade features colorful floats, cultural performers and organizations from across Asia, including China, Korea, Japan, Vietnam, Taiwan, Malaysia, Singapore India, Hispanic, and many more with Mainstream American dancers, bands and their cultural floats.

In addition to the annual AAPI parade, Better Chinatown USA also organized:

- This year's 28th NYC Lunar New Year Parade and Firecracker Festival
- 2016-2026, The Brooklyn Youth Soccer Clinic for community youth ages 4-15 years old
- 2023 The 1st Holiday Toy gift give away festival and parade in Flushing Queens
- 2024-2025, Holiday Toy gift give away festival in Brooklyn, NY
- 2022-2025, May, Asian American Pacific Islander 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-A ways (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

- 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.

Event Details

The 5th NYC AAPI Heritage Cultural Parade

Date: Sunday, May 17, 2026

Time: 11AM – 3:30 PM

Estimated Attendance: 100,000+

Location: Midtown, 44th St to 55th St along 6th Ave NYC

Transportation: Located in the heart of NYC midtown, within walking distance from all major subways & buses for access from all boroughs and near all Tunnels, Bridges, and all out of town buses.

Description:

Invited guests and participants to attend include local and federal elected officials, community leaders and dignitaries. After opening ceremonies, a dozen colorful AAPI floats and AAPI Cultural dancers, Lions, Dragons, and Unicorn dance troupes will march up the avenue to celebrate their heritage.



About Autumn Moon

The Autumn Moon Festival is on the 15th day of the 8th lunar month. It's also known as the Mid-Autumn Festival. At this time, the moon is at its fullest and brightest, marking an ideal time to celebrate the abundance of the summer's harvest.

The Mid-Autumn Festival is one of the two most important holidays in the Chinese calendar & Asia (the other being the Lunar New Year). Farmers celebrate the end of the summer harvesting season on this date. Traditionally, on this day, Chinese and Asian family members and friends will gather together for reunions. When the full moon rises, families get together to watch the moon, eat moon cakes, and sing moon poems. It's similar to Thanksgiving for most Asian families.

It is also a romantic holiday. Lovers spend such a romantic night together tasting the delicious moon cakes, listening to stories and watching the full moon. Traditionally, brightly lit animal and fruit lanterns are often paraded around by children.

The 24th Autumn Moon Festival & Lantern Parade

1. Lantern Parade and cultural Parade

Sunday, 9/20/26 (1:00 pm - 3:00 pm)

Location: Cultural Festival. Along 86th Bath Ave and 20th Ave Brooklyn, NY
Promotional Booth- right in front of 20th Ave
The "D" Subway

5,000 colorful Lanterns distributed to participating children and 10,000 China and USA friendship flags to spectators.
Expected attendance: 100,000 spectators.

2. Lantern Parade Festival – Heart of NYC Chinatown

Saturday, 9/26/26 (1:00 pm - 3:00 pm)

Location: Mott St – Cultural Festival between Canal St and Bayard St NYC
Parade – Along Mott St towards Chatham Sq, Bowery, Bayard St and back to Mott St

The Opportunity

By participating as a sponsor, you will reach a wide section of emerging and niche markets, fastest growing multi diversify upper/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 Asia's fast-growing market.

Chinese Asian American Community

New York's Chinatown, Sunset Park, 8th Ave. and Flushing Queens, has long been a gateway into the American market for Asian American based companies and brands. With global interest in the Asian market at an all-time high, many domestic corporations are now looking towards Chinatown as a threshold into Asia, the fastest growing Asian American community.

Brooklyn

Several 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 Asian 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 25-60 years old.

Previous years, with the support of the Asian Americans the route was expanded for the 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 were 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

Sponsorship Levels and Benefits

Becoming a sponsor of the 5th NYC AAPI Heritage Cultural Parade 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 Asia. 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, news ads) and our media outreach campaign.

Sponsorship Levels:

1. Presenting Sponsor
2. Honorary Sponsor
3. Diamond Sponsor
4. Corporate Float Sponsor
5. Community Float Sponsor
6. Media Sponsor

- **Special 25% Discount – for both the 2-event sponsorship package**
- We are open to discuss special needs and suggestions that fit your promotional ideas

SPONSORSHIP PACKAGE FOR EACH EVENT

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	\$20,000
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- Designation as Presenting Sponsor and corporate logo on all promotional material (advertisements, posters, t-shirts, programs) and along parade route
- Presenting sponsor will receive exclusive category rights on 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
- Banners allowed to be marched along parade (volunteers can be provided) banner provided by sponsor

- Volunteer marshals can wear company T-shirts or vests at Opening Ceremony at stage (provided by sponsor)
- Prominent signage at Press Conferences
- Speaking opportunity at press conference
- Permission to include corporate vehicle (if applicable) as part of Parade procession
- Year-round company logo display on our website throughout the year 2026
- 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 Asian-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 VIP for opening ceremony of the Lions Troupe Feed and to make opening speeches
- Presenting sponsor has the right to promote event in their advertisement

Presenting Sponsor \$15,000

- ❖ 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
- ❖ Prominent signage at Press Conferences
- ❖ Speaking opportunity at press conference
- ❖ Permission to include corporate vehicle (if applicable) as part of Parade procession
- ❖ Company logo 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 Asian-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 \$10,000

- ❖ 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
- ❖ Prominent signage at Press Conferences
- ❖ Speaking opportunity at press conference and opening ceremonies
- ❖ Company logo 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
- ❖ Representatives invited as VIP to march with community leaders
- ❖ Representatives invited as VIP for opening ceremony of the Lions Troupe Feed

Corporate Float Sponsor \$6,500

- ❖ 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
- ❖ Prominent signage at Press Conferences
- ❖ Speaking opportunity at press conference and opening ceremonies
- ❖ Company logo throughout the parade route
- ❖ Representatives invited as VIP to march with community leaders
- ❖ Representatives invited as VIP for opening ceremony of the Lions Troupe Feed

Community Float Sponsor

\$4,500

- Corporate logo on all promotional material (advertisements, posters, fliers, T-shirts, programs) and along parade route
- 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
- Acknowledgement in all press materials (media alerts, press releases)
- Acknowledgement at press conference, opening ceremonies

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)
- Prominent signage at Press Conference
- Acknowledgement at press conference and opening ceremonies
- Permission to include corporate vehicle (if applicable) as part of Parade procession

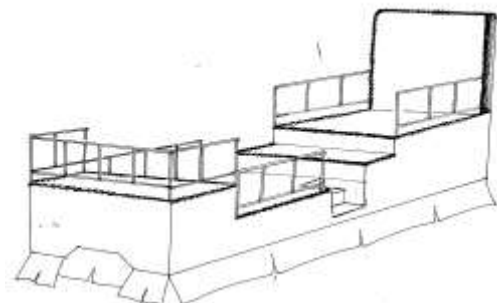
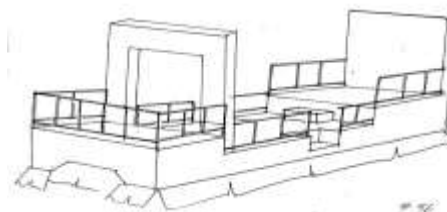
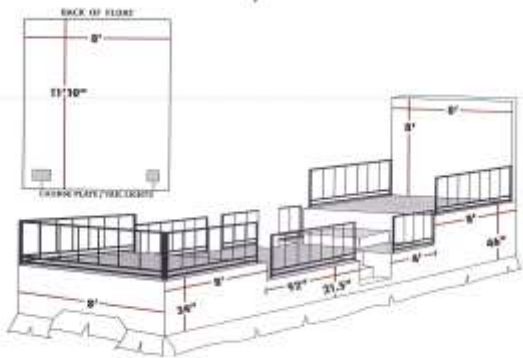
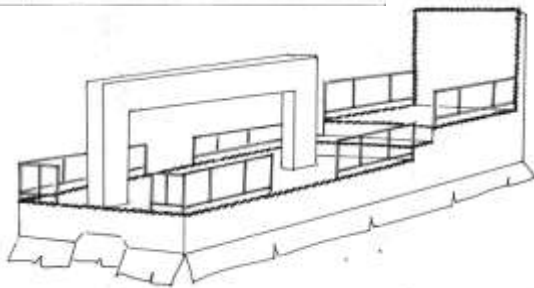
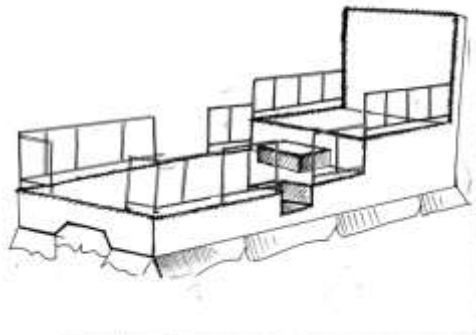


Float Information

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, with added 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 2026 AAPI Heritage Cultural Parade. With over 500,000 spectators that include local residents and visitors as well as national and international tourists, a float will proudly demonstrate your support of the parade, Asian American communities 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: \$4,500

Additional companies/organizations, same as above

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

Booth Rental:

- \$600 -10 X 10 booth with table and chairs
- \$1,150 - 10 X 20 booth with table and chairs
- \$1,988 - 20 X 20 booth with table and chairs



Past Sponsors

McDonald's
AT&T
Mohegan Sun
Madison Square Garden NY Knicks
ABC TV
Delta Air
Verizon
Resort World Casino
Johnnie Walker
Panda Mobile
Xoom PayPal
100 Feast Lounge
Coca-Cola
MetLife
Toyota
Wal-Mart
China Eastern Air
State Farm
Resorts World
Geico
SimulTV
Cricket
China Moutai
Western Union
Sling
Air China
American Airlines
Empire City Casino
I.B.M
Nissan
Health Plus
China Southern Air
New York Life
ZTE USA
Bank of America
Allstate
Volvo Cars
T D Bank
Harrah's Entertainment
Oxford-United Health
Emblem Health
Twin Marquis Food
Commerce Bank
New York Daily News
New York Post
New York Times

Sing Tao Daily
World Journal
Cirque Du Soleil from Las Vegas
Warner Brothers Studio
Disney Radio
U.S.A. Int'l Beauty School
Harbin Lager Beer / Anheuser Busch
NYCFC
Con Edison
Burger King
Haagen Dazs
Fidelis Care
CPLDC
Resort World Casino
U S Census 2010
Money Gram
H & R Block
Miss New York Chinese Pageant
FM 92.3
CBS
Multi-Media Sino-TV
Affinity Health Plan
Washington Mutual
C.C.B.A. Chinese Community Center
On Leong Merchants Assoc.
Fukien Association of America
Hong Kong Business Association
CenterCare
Bank of Hope
Empire State Development Co
New York Chinese Business Assoc.
Sinovision
Pearl River Mart
China Southern T.V.
Hong Kong TVB
New York Business Association
Care Plus
Health First
Cathay Bank
China Press
Everlasting Distributors
Chinese American Guangxi Federal Association
Relay of Love Foundation
Fortune Furniture