



VIETNAMESE COMMUNITY OF OREGON

# LUNAR NEW YEAR TET FESTIVAL

SPONSORSHIP PROPOSAL



# DEAR PROSPECTIVE SPONSOR

# ABOUT OUR FESTIVAL

TET FESTIVAL

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The Vietnamese Community of Oregon is delighted to submit this partnership opportunity with your organization. Our mission this year is not only to run a successful festival, it is to cultivate a better sense of unity, to be the voice of the Vietnamese community, to provide new resources, and further pave the road of social and community services laid by our predecessors. By partnering with us, we believe the great work between both our organizations can aid and better our communities.

The Vietnamese Community of Oregon has been at the forefront in organizing the largest Vietnamese event, in Oregon, for families and members of the Vietnamese and non-Vietnamese community to share this tremendous occasion with. For years, the VNCO holds the responsibility of creating a space where cultural heritage is continued and passed down to younger generations, where the extraordinary and hard work of many is recognized and rewarded; a space where the essence of Vietnam is shared and celebrated.

We offer a diverse set of vendors to serve a multitude of areas and values VNCO believes in. The first is enhancing and helping the local Vietnamese businesses. Each year, the Tet Festival continues its relation with local vendors to help market and promote their businesses for better success. We invite up to nearly 80 local organizations and companies to take part in the Tet Festival. Secondly, we always seek new businesses and organizations outside the community to provide the Vietnamese Community better access to resources unknown to them prior to attending our festival. Third, we invite organizations that directly deal with non-profit and charitable work. Many of our priorities falls along addressing and bringing awareness to cultural and social justice issues in and outside the United States.

We would like to invite your organization to participate as our Presenting Sponsor for the 2011 Tet Festival. As a non-profit, 501(c)3 sponsored organization, we aim to collaborate with your organizations to offer the resources crucial to the success of the Tet Festival. Your help would ideally and greatly enhance the experience of the Tet Festival.

VNCO looks forward to engaging you in dialogue and hopefully a partnership that can make Tet Festival a mutually beneficial success. We can make ourselves available to respond to any questions or thoughts you may have in regards of potentially sponsoring the Tet Festival. Please feel free to contact us. Thank you truly for your time.

Sincerely,  
*The Vietnamese Community of Oregon*

#### Contact Information

**De Tran, President**  
503.484.6728, [president@congdongvietnamoregon.org](mailto:president@congdongvietnamoregon.org)  
**Thuy Tran, VP of Public Affairs**  
503.267.3262, [publicaffairs@congdongvietnamoregon.org](mailto:publicaffairs@congdongvietnamoregon.org)  
**Lana Co, Direct Project Manager**  
971.222.5698, [director.projectmanagement@congdongvietnamoregon.org](mailto:director.projectmanagement@congdongvietnamoregon.org)

Visit:  
[www.congdongvietnamoregon.org](http://www.congdongvietnamoregon.org)

*The Vietnamese Tet New Year is a time-honored cultural celebration that takes place annually. During Tet, the Vietnamese community ushers in a new year filled with good fortune, goodwill and prosperity. Tet is an invigorating time to celebrate the Vietnamese heritage, honor family and work towards a fresh start.*

- Event:** VNCO's Annual Tet Festival
- Description:** The Tet Festival is a platform touching upon multiple aspects of the community and the Vietnamese culture. It serves a purpose, an on-going mission; to preserve and share our heritage, to celebrate the great feats we as Vietnamese Americans has accomplished since our arrival 30 years ago.
- Objectives:**
- Establish a space for local Vietnamese businesses to promote their businesses
  - Encourage and recognize the growth of the Vietnamese American community within the last 30 years
  - Award the hardwork and dedication of outstanding Vietnamese community organizations and members in their philanthropic causes
  - Promote Vietnamese cultural consciousness and community activism
- Date:** February 5th, 2011
- Location:** Oregon Convention Center  
777 NE Martin Luther King, Jr. Blvd.  
Portland, OR 97232
- Event Activities:**
- Entertainment performances throughout entire day: lion dance, bands, singers, traditional and modern dances, martial arts, etc...
  - Miss Vietnamese Pageant
  - Youth Games and Activity Center
  - Business, community, non-profit and health vendors
- Attendance:** Over 5,000-6,000 people attend the annually. These number consists of attendance from Oregon, Washington and various visiting states.

# SPONSORSHIP PACKAGES

DEADLINES: DEC. 23-RESERVE SPOT, JAN. 7-50% DEPOSIT, JAN. 21-100% DEPOSIT

## Silver Sponsor: \$1,000 (4 Available)

- Six weeks of Advertising in the following methods:
- Five weeks advertised in Vietnamese newspapers: *Oregon Thoi Bao*, *Saigon Nho*, *Viet News* and *Phuong Dong News*
  - Mention of sponsor on one episode via Vietnamese Radio Stations

### Event Day:

- Provide booth in area with the most traffic flow
- Sponsor logo ad in Miss Vietnamese Portland Program Booklet
- 3 ft x 3 ft poster/banner displayed
- Sponsor logo posted on VNCO's website under Events tab

## Diamond Sponsor: \$5,000 (4 Available)

- Six weeks of Advertising in the following methods:
- Five weeks advertised in Vietnamese newspapers: *Oregon Thoi Bao*, *Saigon Nho*, *Viet News*, and *Phuong Dong News*
  - Mention of sponsor on five episodes via Vietnamese Radio Stations
  - Mention of sponsor on television advertisement

### Event Day:

- Provide booth in area with the most traffic flow
- Full page dedicated ad in Miss Vietnamese Portland Program Booklet
- 5ft x 8 ft poster/banner displayed
- Sponsor logo posted on VNCO's website under Events tab
- Announcements and Honorary Certification during event program

## Gold Sponsor: \$3,000 (4 Available)

- Six weeks of Advertising in the following methods:
- Five weeks advertised in Vietnamese newspapers: *Oregon Thoi Bao*, *Saigon Nho*, *Viet News* and *Phuong Dong News*
  - Mention of sponsor on three episodes via Vietnamese Radio Stations
  - Mention of sponsor on television advertisement

### Event Day:

- Provide booth in area with the most traffic flow
- Half page dedicated ad in Miss Vietnamese Portland Program Booklet
- 3 ft x 6 ft poster/banner displayed
- Sponsor logo posted on VNCO's website under Events tab

## Presenting Sponsor: \$10,000 (2 Available)

- Six weeks of Advertising in the following methods:
- Five weeks advertised in Vietnamese newspapers: *Oregon Thoi Bao*, *Saigon Nho*, *Viet News*, and *Phuong Dong News*
  - Mention of sponsor on five episodes via Vietnamese Radio Stations
  - Mention of sponsor on television advertisement
  - Sponsor logo displayed on website for until December 2011

### Event Day:

- Provide one booths in area with the most traffic flow
- Full page dedicated ad in Miss Vietnamese Portland Program Booklet
- 5ft x 16 ft poster/banner displayed, name of sponsor on ticket
- Announcements and Honorary Certification during event program
- Sponsor allocated ten minutes to speak on stage

