



VIETNAMESE AMERICAN COMMUNITY OF SACRAMENTO
and
**GREATER SACRAMENTO VIETNAMESE AMERICAN
CHAMBER OF COMMERCE**



January 24th, 2018

Dear Community Leaders, Business Owners, Corporations and Supporters:

On behalf of the **Vietnamese American Community of Sacramento (VACOS)**, and the **Greater Sacramento Vietnamese American Chamber of Commerce (GSVACC)**, we cordially invite you to be a sponsor for the 2018 Little Saigon Tet Parade, Lunar Flower Fest, and Tet Festival. The Little Saigon Tet Parade, Lunar Flower Fest, and Tet Festival are three of our most successful signature events with over 30,000 attendees in the heart of the Little Saigon District. The Lunar Flower Fest and Tet Festival are cultural tradition on the Lunar New Year where families go shopping for new clothes, flowers, rice cake, red envelopes and everything to prepare for the New Year. This year's Little Saigon Tet Parade is to bring in the spirit of welcoming the Year of the Rooster.

These three significant events will promote the Vietnamese culture and commerce to build a stronger, diverse community. The event program will include entertainment, carnival games, traditional cuisine, many different vendors in multiple industries, bingo, raffles and much more for two consecutive weekends. Following is the information:

2018 Tet Dinner

Friday, February 2nd, 2018

Happy Garden Seafood Restaurant

5731 Stockton Blvd., Sacramento, CA 95824

2018 Lunar Flower Fest

Saturday & Sunday, February 17th & 18th, 2018

6525 Florin Road, Sacramento, CA 95828

(Empty Lot on the corner of Stockton Blvd. &

Florin Rd.)

2018 Tet Festival

Saturday & Sunday, February 24th & 25th, 2018

6525 Florin Road, Sacramento, CA 95828

(Empty Lot on the corner of Stockton Blvd. &

Florin Rd.)

The mission of **VACOS** is to cultivate a vibrant strong Vietnamese community through the promotion of cultural, civic, social and political development. The mission of the **GSVACC** is to promote business and economic growth and to serve as a catalyst to make positive impacts to the community's health and economic well being.

We look forward to meeting you and your company to present the benefits that both of our organizations can offer. We appreciate your time and support for the 2018 Little Saigon Tet Parade, Lunar Flower Fest and Tet Festival. We look forward to working with you and seeing you at the events.

Sincerely,

Tido Hoang, President
VACOS

Mai Nguyen, President
GSVACC

SPONSORSHIP PACKAGE

SPONSORSHIP PACKAGE	TITLE	DIAMOND	GOLD	SILVER	BRONZE	SUPPORTER
B E N E F I T S						
PACKAGE LEVEL	\$25,000	\$10,000	\$5,000	\$3,500	\$1,500	\$1,000
Social Media Marketing: Facebook, Twitter, Bi-Weekly E-mail Campaigns, & Others	✓	✓	✓	✓	✓	✓
Announcement during parade event sponsor	✓	✓	✓	✓	✓	✓
Booth(s) at the event	✓ Two (2) Premium	✓ Two (2) Premium	✓ One (1) Premium	✓ One (1) Premium	✓ One(1) 10x10	✓ One (1) 10x10
Company Logo on all printed material	✓ Large	✓ Large	✓ Large	✓ Medium	✓ Small	
Four Weeks of Newspaper & Print Advertisements with Event	✓	✓	✓	✓		
Two Months of Digital Media Advertisements on Website	✓	✓	✓	✓		
Tet Dinner- VIP Tickets on Friday, February 2nd, 2018	✓ Two (2) VIP Tables	✓ Two (2) VIP Table	✓ One (1) VIP Table			
Large Premium Company Banner at stage area	✓ Two (2) + Entrance Banner	✓ Two (2) + Entrance Banner	✓ One (1)			
Company Logo on all Press Release	✓	✓	✓			
Opportunity to speak at Lunar Flower Fest & Tet Festival (2 mins)	✓	✓				
Press Releases Listed as Title or Diamond Sponsor	✓ Title Sponsor	✓ Diamond Sponsor				
Airtime & Recognized as Sponsor for the Professional Singer(s) at the Event	✓					
Guest Speaker at event Lunar Flower Fest & Tet Festival (15 mins)	✓					
EXCLUSIVITY (per industry)	✓					

Exclusivity (per industry): First Come, First Serve - \$25,000

DONATION: \$500 \$400 \$300 \$200 Other_____

For sponsorship questions, please call (916) 900-6880
or email: info@gs vacc.org



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SPONSORSHIP AGREEMENT FORM

Date: _____

Contact Name: _____

Contact Title: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I, _____ as a representative of my company, agree to Sponsor the _____ Level Sponsorship and agree to pay the amount of \$_____. Please make checks payable to VACOS/GSVACC and mail to:

VACOS/GSVACC
6830 Stockton Blvd. #200, Sacramento, CA 95823

Sponsoring Company Representative Signature *Date*

VACOS Representative Signature *Date*

GSVACC Representative Signature *Date*

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