



VAYA



SPRING BLOSSOMS XUÂN VỚI MUÔN HOA

FEBRUARY 16 • 17 • 18



SAN DIEGO TẾT FESTIVAL SPONSORSHIP PROSPECTUS

Mira Mesa Community Park



sdtet.com



Dear Sponsors and Exhibitors,

On behalf of the Vietnamese-American Youth Alliance, we are asking for your support as a sponsor or exhibitor at the 13th Annual San Diego Tet Festival, which will be held February 16-18, 2018 at Mira Mesa Community Park.

For more than 10 years, VAYA has organized the Tet Festival, the largest Vietnamese New Year event in San Diego and the second largest event of its kind in Southern California. The Festival is one of the most anticipated annual events for the Vietnamese community in San Diego. Highlights of the festival include the Lion Dances, Miss Vietnam of San Diego Pageant, Golden Voice singing competition, the Cultural Village and various other performances.

This is a great opportunity for your business or organization to establish an on-going presence in the Vietnamese community, introduce new products or services, and further your organization's commitment to supporting the local community. On average, our festival attracts more than 25,000 people each year.

Enclosed in this prospectus, you will find information about the San Diego Tet Festival, its history, and various sponsorship and exhibition opportunities. These opportunities go alongside our strategic marketing campaigns, activating channels such as community print publications, social media, search engine marketing, and guest appearances on local news broadcasts.

Below are benefits of supporting the San Diego Tet Festival:

- Increase your company's visibility
- Promote your company's products and/or services
- Explore new business ventures
- Reinforce your commitment and support of the Vietnamese community
- Celebrate the Vietnamese New Year

On behalf of VAYA, we would like to invite your company to take part in celebrating the diversity of San Diego by pledging your support. Please feel free to contact us should you have any further inquiries about our festival.

Sincerely,

A handwritten signature in black ink, appearing to read "Khoi Tran".

Khoi Tran
VAYA President



ABOUT VIETNAMESE-AMERICAN YOUTH ALLIANCE (VAYA)

The Vietnamese-American Youth Alliance was founded in 2004 as a means for the Vietnamese American youth to organize socially and culturally within the local communities.

VAYA'S MISSION

At VAYA, we work to promote youth leadership, cultural awareness, social activism, and community development. Everything we do reflects this mission, and the values that make it possible.



OUR GOALS

Bringing together young professionals, and students from different colleges and high schools to build unity and solidarity among Vietnamese-American youths in San Diego.

Encouraging and recognizing the growth of leadership and services among Vietnamese-American youths.

Creating and maintaining a network of established allied organizations to share common resources, cross-promote local events, and learn from one another.

Empowering Vietnamese-American youths in civic engagement,

Promoting Vietnamese culture, language, and history.



THE STORY OF TET

Tet—the Vietnamese New Year—is the most eagerly anticipated holiday in Vietnamese culture. It is a time for family and friends, warm wishes, and lavish celebrations.

It is an occasion to pay homage to our ancestors and passing on centuries-old traditions to the younger generation.

It marks the beginning of spring, which brings a sense of nostalgia. Vietnamese people are often overwhelmed by the immense sense of nostalgia and hope during the Tet season. We long for friendly, familiar faces, and the timeless traditions of Tet.

We hope you join us in honoring the past as we look toward the future and celebrate the Year of the Dog.



WHY YOUR SUPPORT IS IMPORTANT

Year after year, the San Diego Tet Festival has witnessed an increase in attendance—especially from the non-Vietnamese community.

As the festival continues to grow, the cost to operate it continues to increase. Your support will assist us in achieving the following goals:

- Keep the festival free for the community
- Fund all VAYA programs and projects
- Support and celebrate the Vietnamese New Year
- Ensure the San Diego Tet Festival's continued success

Sponsoring the festival also has an added benefit for businesses. It is a unique opportunity to network and market while also increase your business' presence in the community. Statistics show that:

- Corporate philanthropy improves employee relations, morale, and productivity
- 80% of customers have a more positive image of companies that support community causes
- 81% percent of consumers say they're more likely to support businesses that benefit their communities

The success of our event depends on the generosity of our sponsors. In return, we dedicate ourselves in helping sponsors receive maximum benefits. These include:

- *Brand awareness and brand loyalty from current and prospective customers*
- *High-level of media exposure from local television stations, radio stations, magazines, newspapers, and signs*
- *Large scale on-site new product promotion*
- *Positive public relations and response to your business name*
- *Contribute to a certified 501(c)(3) non-profit and charitable organization*

KEY BENEFITS OF SPONSORING

- Increase your company's visibility
- Promote your company's products and services
- Explore new business ventures
- Reinforce your support and commitment for the Vietnamese community



GET STARTED TODAY!

Support the San Diego Tet Festival by selecting one of the four sponsorship packages: Title, Platinum, Gold, or Silver.

SPONSORSHIP LEVELS

TITLE

\$25,000

PLATINUM

\$10,000

GOLD

\$5,000

SILVER

\$2,500

SPONSORSHIP BENEFITS

	TITLE	PLATINUM	GOLD	SILVER
Signage on side rafters	●			
Speech during the opening ceremony	●			
Recognition as Title Sponsor	●			
Opportunity to Crown Miss Vietnam	●	●		
Recognition on all media releases	●	●	●	
Signage at entrance and exits	2+ BANNERS	2 BANNERS	1 BANNER	
Recognition by MC during the opening ceremony	●	●	●	
Signage at base of the stage	●	●	●	●
Signage throughout the festival	10+ BANNERS	8 BANNERS	6 BANNERS	4 BANNERS
Logos on official Festival t-shirts	●	●	●	●
Ad in the program booklet	2 FULL PAGES	1 FULL PAGE	HALF PAGE	QUARTER PAGE
Logos on posters, flyers, and advertisements	●	●	●	●
Exhibitor booth space	2 BOOTHS	1 CORNER BOOTH	1 BOOTH	1 BOOTH
Recognition on website	●	●	●	●
Recognition on Festival app	WEB BANNER	WEB BANNER	LOGO ONLY	LOGO ONLY
Recognition on social media	●	●	●	●



VIETNAMESE-AMERICAN YOUTH ALLIANCE (VAYA)

P.O. Box 711912 • San Diego, California 92171

619.320.8292 • www.sdtet.com • info@sdtet.com • www.vayasd.org • info@vayasd.org

OTHER PROMOTIONAL AND ADVERTISING OPPORTUNITIES

PURCHASE A VENDOR BOOTH

If sponsorship is not right for your company or organization, consider purchasing a vendor booth to maximize your company's exposure at the San Diego Tet Festival.

The San Diego Tet Festival is the only major festival in San Diego to provide each vendor with a canopy, table, chairs, and free electricity. All are included in your vendor booth fee.

BOOTH RATES

Registered Charities/Government Agencies	\$250
Information/Art Exhibit Booth	\$350
Games/Commercial Booth	\$450
Food Booth	\$800

Additional electricity (beyond 20 amps) \$20 (per 20 amp increments)

For more information or to purchase a booth space, please contact:

Khoi Tran at (858) 356-8894
E-mail: vendor@sdtet.com

PURCHASE AN ADVERTISING SPACE IN THE TET PROGRAM BOOKLET

Each year, VAYA prints 3,000 program booklets to hand out at the festival. These booklet includes information about the festival, attractions, and entertainment schedule.

It is also a collector's item as it includes photos of the Miss Vietnam San Diego contestants.

The booklet will be printed in full color. This is a perfect opportunity to build your company's brand in the Vietnamese community.



TET PROGRAM COVER 2008



TET PROGRAM COVER 2009



TET PROGRAM COVER 2010

ADVERTISING RATES

Full Page	8 1/2" x 5 1/2"	\$200
Half Page	3 1/2" x 4 1/2"	\$150
Quarter Page	2 1/8" x 4 7/8""	\$100
One Eighth Page	business card size	\$50



AD SPACES

TET SPONSORSHIP APPLICATION

STEP 1. Complete the application form shown below.

STEP 2. Submit the filled-out application form, together with one check covering the applicable payment in FULL (please refer to our terms and conditions below). Please make check payable to the **Vietnamese-American Youth Alliance** or **VAYA**.

STEP 3. A member of our sponsorship team will contact you to confirm receipt of your application, payment, and notify you of your exhibit space.

PLEASE MAKE PAYMENT TO

VAYA SPONSORSHIP COMMITTEE
P.O. Box 711912
SAN DIEGO, CA 92171-1912

CONTACT INFORMATION

Sponsorship Business _____

Contact Name _____

Business Address _____

Business Number _____ Cell Phone _____ Fax _____

Email Address _____ Website _____

SPONSOR

Yes, I am thrilled to support
the San Diego Tet Festival.
Please sign me up!

TITLE

\$25,000

PLATINUM

\$10,000

GOLD

\$5,000

SILVER

\$2,500

ADVERTISE

Yes, I would like to advertise
in the Annual San Diego Tet
Festival program booklet.

FULL PAGE

\$250

1/2 HALF

\$150

1/4 PAGE

\$100

1/8 PAGE

\$50

TERMS AND CONDITIONS

1. Sponsorship will be deemed official once payment has been received and processed by VAYA.

2. Please submit the following before the deadline:

- Upon Commitment - Logo in EPS Format
- January 20- Advertisement in Tet Booklet
- February 9 - Banners

3. Sponsors are asked to pickup their banners at the close of the festival or arrange for pickup no later than (2) weeks after the festival.

4. Each sponsor exhibit booth will be provided table(s) and chairs as per their support level. Additional tables and chairs can be

ordered for an additional cost. VAYA is not responsible for loss or stolen items left or stored at the exhibit booths.

5. The Vietnamese-American Youth Alliance will not accept any claim for loss due to fire, theft, or damage of exhibits, nor will it be held liable for any personal injury caused by the exhibit or exhibitor(s). Use of the facility is conditional in that the exhibitor accepts full responsibility for any damages caused to the facility by the exhibit and/or the exhibitor(s).

6. Only masking tape or a material that can be easily removed without damaging canopy walls or surfaces may be used for affixing signs, banners, etc.

7. Applicants will be processed on first-come, first-paid basis.

I have read and agreed to the “Terms and Conditions” outlined in this prospectus.

Name _____

Title _____

Signature _____

Today's Date _____

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SPRING BLOSSOMS

XUÂN VỚI MUÔN HOA



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