



First Annual

Viet Fest

**Vietnamese Heritage Festival
2012 Sponsorship Proposal**



**National Organization of
Vietnamese American Leaders**
NOVAL
Tổ Chức Lãnh Đạo
Người Mỹ Gốc Việt

Dear Prospective Sponsor:

On behalf of the Board of Directors for the National Organization of Vietnamese American Leaders of Greater Washington, DC (NOVAL), I am writing to invite you to support NOVAL's first annual **Vietnamese Heritage Festival** (VietFest), which will be held at **George Mason University** on **Saturday, June 23, 2012**.

The Vietnamese Heritage Festival is an event that will not only showcase our beautiful culture but also support the Vietnamese community by marketing local businesses, restaurants and nonprofit organizations to the greater Washington, DC community. There will be authentic cuisines from all three regions of Vietnam, games and carnivals for children, a fashion show by Vietnamese American designers, a Miss VietFest pageant, and entertainment from popular Vietnamese singers and performers. In addition, there will be art, photography, poetry, and writing competitions and tournaments in Chinese chess and ping pong. This will be a fun and exciting event for people of all ages. Thus our theme is Unity in Culture.

NOVAL is a community-based nonprofit organization with a mission to develop sustainable leadership among Vietnamese Americans. We are comprised of professionals and college students who are passionate and committed towards advancing the economic, social and political well-being of the Vietnamese American people. Our activities are aimed at developing leadership skills among our members, promoting civic participation and philanthropy, and fostering community and cultural heritage.

Given the need to preserve the Vietnamese heritage and increase awareness to the greater Washington, DC community, we are proud to help make this event possible and hope you will join us in this effort. Your sponsorship is critical to the success of this first-time event and your support will have a far-reaching effect on sustaining the Vietnamese tradition for generations to come.

You can support VietFest as a sponsor within tiered amounts of \$20,000 (Festival), \$10,000 (Underwriting), \$5,000 (Presenting), \$2,500 (Supporting), or \$1,000 (Event) or as a food, exhibition, game or commercial vendor. More details are provided on the enclosed Sponsorship Form.

Sponsorship commitments are due by **Friday, April 27, 2012**. Please forward your complete Sponsorship Form and provide a check payable to **NOVAL-DC**, to **VietFest Sponsorship, P.O. Box 34437, Washington, DC 20043**. If you have any questions, please do not hesitate to contact me at 832-276-6767 or danielalbert@gmail.com, or Lan Anh Nguyen, for sponsorship at 703-470-2789 or lananh.nguyen20@gmail.com.

With warm regards,

Daniel Nhật Đan Albert
President, NOVAL-DC

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	FESTIVAL SPONSOR \$20,000	UNDERWRITING SPONSOR \$10,000	PRESENTING SPONSOR \$5,000	SUPPORTING SPONSOR \$2,500	EVENT SPONSOR \$1,000
Recognized as the Top Level Sponsor	Yes				
Prominent Display Logo on Main Stage	Yes	Yes			
Ad Space in Festival Program	Back Cover	Full Page, Color	Full Page, B&W	Half Page, B&W	Quarter Page, B&W
Display on Sponsor Banner at Festival	Yes (Largest)	Yes	Yes	Yes	Yes
Logo on NOVAL-DC Website	1 Year	1 Year	6 Months	6 Months	3 Months
Recognition in All Media & Promotional Materials.	Yes	Yes	Yes	Yes	Yes
Number of Booths	2	1	1	1	1
Specific Sponsorship Recognition	Yes	Yes	Yes	Yes	
Festival Opening Speech	10 Minutes	3 Minutes			
Admission Tickets	30	20	15	10	5
VIP Parking Passes	3	2	1	1	

VIETFEST 2012 SPONSORSHIP FORM

Company/Organization Name: _____
(The above name will be used in all publicity materials unless otherwise specified)

Address: _____
(street) (Suite) (City) (State) (Zip Code)

Contact Person: _____ Title: _____

Phone 1: () _____ Phone 2: () _____ E-Mail: _____

My company/organization would like to become a:

- ☐ Festival Sponsor (\$20,000)
- ☐ Underwriting Sponsor (\$10,000)
- ☐ Presenting Sponsor (\$5,000)
- ☐ Supporting Sponsor (\$2,500)
- ☐ Event Sponsor (\$1,000)
- ☐ I would like to donate \$ _____

My company/organization would like to purchase an ADVERTISEMENT in VietFest's Program Book:

- ☐ Full Page (\$750)
- ☐ Half Page (\$450)
- ☐ Quarter Page (\$200)

IMPORTANT: For all Sponsors and Advertisement Purchasers, PLEASE:

- ☐ Email your company logo (high resolution .jpg), your company website URL and a brief description of your products and services to lananh.nguyen20@gmail.com.
- ☐ Email your company advertisement to lananh.nguyen20@gmail.com by **APRIL 27, 2012**. Black and white ads are to be in grayscale while color ads are to be in CMYK.
 - Full Page – 8.75" width x 11.25" height, 300 dpi (2625 x 3375 pixels)
 - Half Page – 8.75" width x 5.75" height, 300 dpi (2625 x 1725 pixels)
 - Quarter Page – 4.25" width x 5.5" height, 300 dpi (1275 x 1650 pixels)

For Festival or Underwriting Sponsors:

Please mail your sponsor banners (8' x 3' or smaller) to:

VietFest 2012, 1225 King St., Ste 200, Alexandria, VA 22314

Date: _____

Date: _____

Sponsor's Name

NOVAL-DC Representative Name

Sponsor's Signature

NOVAL-DC Representative's Signature

Please make check payable to **NOVAL-DC** and send form to
VietFest Sponsorship, P.O. Box 34437, Washington, DC 20043.