



First Annual

Viet Fest

Vietnamese Heritage Festival

2012 Sponsorship and Vendor Proposal

Dear Prospective Sponsor/Vendor:

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 Lot K 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 and Vendor Forms.

Sponsorship and vendor commitments are due by **Friday, May 18, 2012**. Please forward your complete Sponsorship and/or Vendor 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, Lan Anh Nguyen, for sponsorship at 703-470-2789 or lananh.nguyen20@gmail.com, or Van Tran for vendor opportunities at 904-502-7369 or v.tran5486@gmail.com.

With warm regards,

Daniel Nhật Đan Albert
President, NOVAL-DC

Page 1 of 8



VietFest 2012

Preliminary Layout and Activities

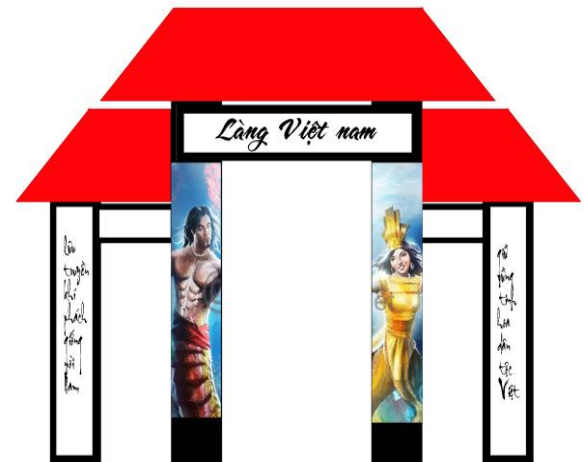
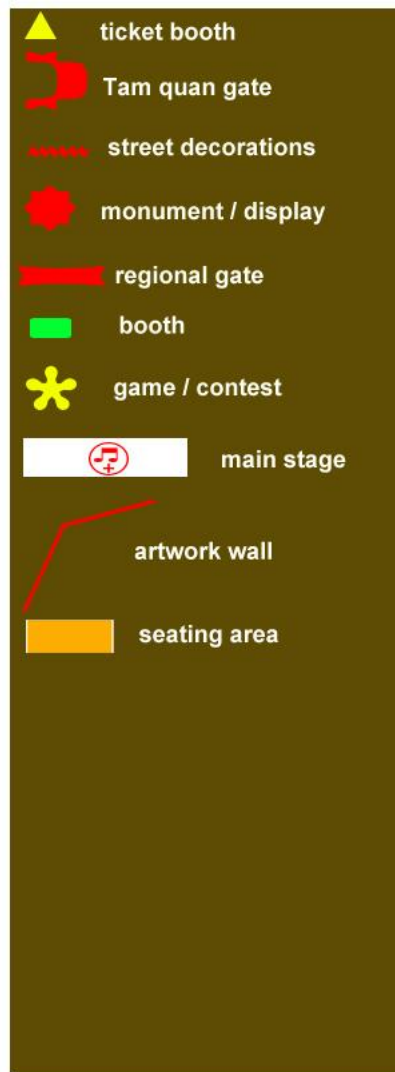
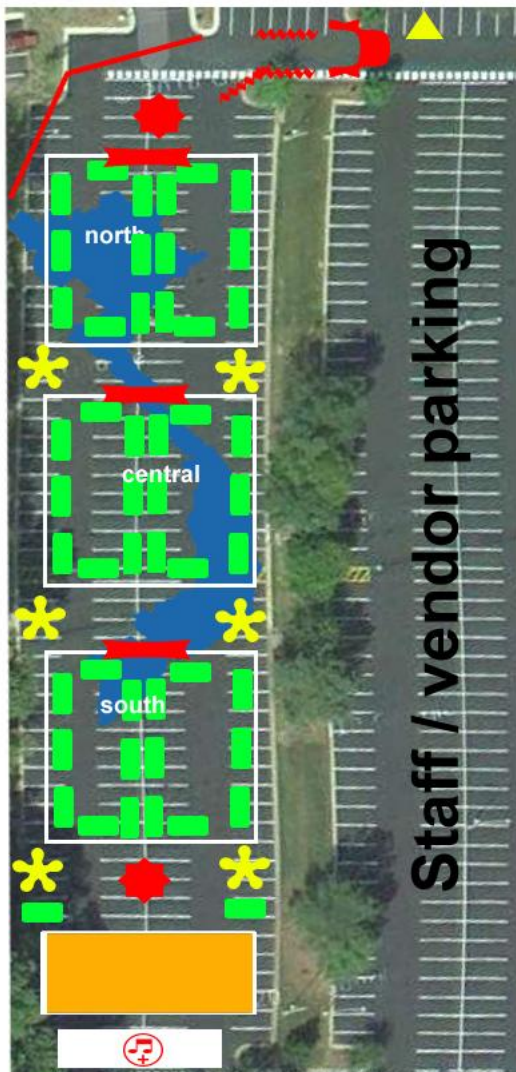
Stage Performances

- Miss VietFest 2012 Pageant
- Lion Dancing
- Popular Vietnamese Singers
- Cultural Dances
- Martial Arts Demonstration
- Modern and Cultural Fashion Show
- Traditional Vietnamese Instruments
- Traditional Vietnamese Wedding

Games, Competitions, and Exhibits

- Wall Exhibit of Vietnamese History and Legend
- Vietnamese Cuisines from 3 Regions
- Pho-Eating Competition
- Ping Pong Tournament
- Photography Contest
- NOVAL Leadership Scholarship Essay
- Drawing Contest
- Children's Carnival Games
- Moon bounce, Face painting, Balloons
- Vietnamese Arts and Crafts

vietfest lot layout



	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 VietFest 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 **May 18, 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.



VIETFEST 2012 VENDOR APPLICATION

Name _____ (Title) _____

(Street Address) _____ (Apt./Unit #) _____

(City, State, and Zip) _____

(Company) _____ (Phone) _____ (Email) _____

<u>Booth Type*</u>	<u>Reg Price/Non-Profit</u>	<u>Quantity</u>	<u>Total</u>
Exhibition	\$300/\$150		
Games or Commercial	\$400/\$150		
Food**	\$500/\$400		
Additional Fees			
Electricity (1) (15amp)	\$100 (food)/ \$50 (other)		
Additional Tables	\$10		
Security Deposit (Refundable 1-3 Weeks Post-Event)	\$150		
TOTAL			

*Vendor will know their final location the week of the festival. All booths have a canvas roof and back dividers. Each booth is provided with one (1) table, and two (2) chairs.

** Each Food Vendor is responsible for applying for a Temporary Food Establishment Permit on its own and will not be allowed to participate in the festival without a food permit. **Applications must be applied by May 18, 2012.**

Please list all items you intend to display or sell. Items not listed or approved by the Vendors Committee may result in expulsion from the festival. No selling/distributing of any beverage is permitted unless prior arrangements were made with NOVAL-DC.

- | | |
|---------|----------|
| 1 _____ | 2 _____ |
| 3 _____ | 4 _____ |
| 5 _____ | 6 _____ |
| 7 _____ | 8 _____ |
| 9 _____ | 10 _____ |

DEADLINE to submit application* is **May 18, 2012** with check payable to the order "NOVAL DC" and sent to the following address: **NOVAL-DC Vendor Committee, P.O. Box 34437, Washington, D.C. 20043**

I, _____, have read and agree to the terms and conditions stated in the **Vendor Guidelines**.

Vendor's Signature Date

Festival Representative's Signature Date

* Applications are not complete until payment is received.

VENDOR GUIDELINES

I. Date, time, and location for the 2012 Vietnamese Heritage Festival held by NOVAL-DC:

- a. Date/Time: Saturday, June 23, 2012 from 10:00AM to 8:00PM
- b. Location: George Mason University, Lot K, 4400 University Drive, Fairfax, VA 22030

II. Refund:

- a. Full Refund—Cancellation in writing within ten (10) days of contract execution date or May 11, 2012, whichever comes first.
- b. No Refund—Cancellation after May 18, 2012.
- c. Deposits may be forfeited for damages or repeated violation of the guidelines.

III. Required Meeting:

- a. All Food Vendors are required to attend a Food Vendor's Meeting scheduled by NOVAL to learn about the Health Department's requirements.

IV. Booths:

- a. **Setup and Maintenance:** NOVAL will provide Vendor with a covered booth and one (1) table and 2 chairs. Vendor's actual booth location will be assigned by the Vendor's Committee and such decision shall be final. Vendor will know their final location the week of the Festival.
 - i. Booth fixtures and materials cannot be packed or removed until the close of the Festival. Food Vendor will only be permitted to set-up their space between 6:00 am and 9:00 am on the date of Festival. Vendor automobiles must be removed from the festival grounds and parked in appropriate lot no later than 9:00 am or be subject to towing.
 - ii. Vendors may not remove any part of the booth without notifying the Vendors Committee.
 - iii. Vendors are prohibited from bringing and setting up their own tent.
 - iv. Amplified sound within exhibit space is prohibited in Vendor areas.
 - v. The following items are strictly PROHIBITED from being sold, displayed, distributed, or used by Vendor:
 - a) Illicit Drugs;
 - b) Cigarettes;
 - c) Firecrackers, Fireworks, or Similar Items;
 - d) Weapons and Firearms
 - e) Vulgar, Offensive, Sexually Explicit, or Obscene materials as judged by NOVAL, and such judgment shall be final.
- b. **Health Inspection:** Health Inspector will begin his inspection at 9 am sharp.
- c. **Powering Booth:** The booths are optionally with one (1) 15amp electrical outlet within 25' distance. **Vendors are required to use a surge protector and provide their own extension cord to connect to central power.** Vendors are prohibited from overusing power. Vendors requiring power exceeding the 15amp limit may purchase additional power at cost. Please notify the Vendor Committee if you require any special plug requests such as 220V or round plugs. The third offense will result in expulsion from the Festival. Outside power generators are strictly prohibited.
- d. **Promotional Materials:** Vendor is prohibited from soliciting, selling, and promoting its products/services, including but not limited to, distributing fliers, greater than ten (10) feet around Vendor's booth. Vendors may not leave any of their promotional materials in areas such as food court, public tables, etc. If the Vendor Committee finds any promotional item in restricted areas, Vendor will be warned. The third offense will result in expulsion from the Festival.
- e. **Food Preparation:** Food Vendors are prohibited from preparing foods at home (i.e. marinating meats, chopping vegetables, etc). Everything must be made in a commercial restaurant or at the food stand.

V. Inspection and Approval

- a. Menu and merchandise selections must be approved in advance by NOVAL.
- b. NOVAL reserves the right to exclude certain Vendor products or services and retain the right to assure reasonable pricing for items of sale.
- c. Vendor may be requested to remove a product or service displayed at the Festival at the sole discretion of NOVAL if deemed unsuitable by NOVAL, and such decision shall be final. Vendor agrees that NOVAL shall not be liable for any damages or losses, pecuniary or otherwise, either foreseen or unforeseen, incurred by Vendor as a result of such action.
- d. NOVAL reserves the right to remove any Vendor from the Festival if NOVAL determines that the Vendor has not conformed to the rules and regulations of this contract or has misrepresented its product/service. In such instances where contract violations result in removal of Vendor, all fees shall be forfeited.
- e. NOVAL has full authority to stop Vendor from operating, without refund, should Vendor sell or promote products and/or services other than those stated in Vendor's application.

VI. Liability and Regulations:

- a. **Legal Compliance:** Vendor agrees to comply with all the regulations of the facility hosting the Festival and all federal, state, and municipal laws, including health and safety. Vendor agrees to be responsible for collection and reporting of sales tax as required by law. Vendor shall be responsible for obtaining all licenses, permits, health certificates or items required by governmental agencies in order that Vendor's booth/concession may be lawfully operated.
- b. **Liability:** Vendor agrees to be held responsible for Vendor's own actions and the actions of its staff within Festival grounds that may result in additional fines by the venue, city, county, or other levels of government; e.g., oil spills.
- c. Vendor will be responsible and liable for delivery, handling, assembly, and removal of all supplies, materials, trash and fixtures.
- d. **Indemnification:** Vendor agrees to indemnify and hold harmless NOVAL, its officers and directors, agents, partners, representatives, and employees from any and all claims, damages, losses and liabilities arising from Vendor's participation with the Festival.
- e. **Waiver:** NOVAL assumes no responsibility for damaged or lost articles/booths/exhibits.
- f. **Force Majeure:** NOVAL shall not be responsible for any loss to Vendor due to natural cause rain, thunder and lightning, and wind.

Our Team



PRESIDENT – DANIEL NHẬT ĐAN ALBERT

Daniel Nhật Đan Albert is a public finance tax attorney at the law firm of Ballard Spahr, LLP, in Washington, DC. He advises investment bankers, financial advisers, and state and local governmental entities on the issuance of municipal bonds to finance public infrastructures, schools, universities, and other public programs such as low-income housing, student loans, and mortgages. He received his biomedical engineering degree from Tulane University and MBA from the University of New Orleans. He also earned his law degree from North Carolina Central School of Law and Master of Laws in Taxation from Northwestern University School of Law.



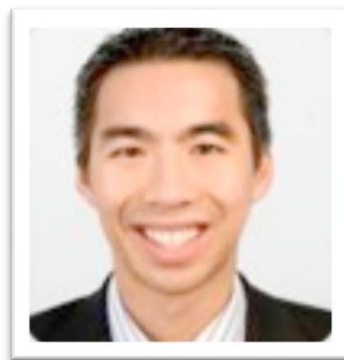
VICE-PRESIDENT – ChiLan VU

ChiLan Vu currently serves as the Secretary of the Board of Examination for the Lasallian Alumni Association and a game day volunteer with DC United soccer team. In 2002, she received the “Illuminating the Way Service Award” for her service to the community. Previously, she has also served as an assistant for the Chief Financial Officer in the Purple Heart Car Donation Program, a leader in the Eucharistic Youth Movement, and a Venture Crew Assistant Advisor of Troop 904 in Arlington, VA.



FINANCE DIRECTOR – ANDY TRAN

Andy Tran is Sales Manager with Wells Fargo Home Mortgage and specializes in new home construction. Andy has been involved in the financial services industry for 16 years, and has personally managed over \$250 million in residential loans. Andy is a Board member of the DC Metro Chapter of the Asian Real Estate Association of America and has played an active role on the Conference Planning Committee. He is also a lifetime volunteer as a financial literacy trainer for BPSOS (Boat People SOS) and NAVASA (National Alliance of Vietnamese American Service Agencies), both of which are national Asian American non-profit institutions with a housing/financial literacy program as a primary offering to the general public.



TREASURER – NICK LEPHAM

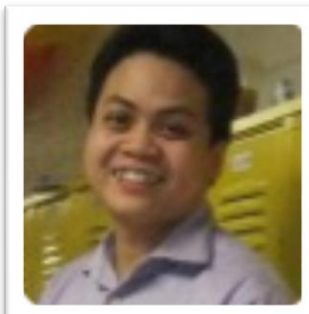
Nicholas Lephram is the Special Assistant for Administration at the Center for American Progress. He is responsible for implementing several vital human resource operations and developing new employee procedures and programs to enhance the Center’s efficiency. Most recently, Lephram co-founded and serves as Chair of the Asian American Action Group (AAAG), the organizing arm of the Asian American Action Fund PAC. With the AAAG, Lephram oversees its creation and manages its activities as an emerging political entity that works to empower young Asian-Americans into political careers and improve the voice of the AAPI community.





PROGRAMMING DIRECTOR – ANH NGUYEN

Running one of the most successful new State Farm Agencies in the Mid-Atlantic Region, Anh Nguyen owns and operates her insurance office in the heart of Old Town, Alexandria. Aside from her business, she is involved in the community through philanthropy and volunteerism. She enjoys leveraging her own business as well as her business connections to help give back to the community as much as she can.



DIRECTOR OF EXTERNAL COMMUNICATIONS – JOE NAM DO

Joseph Nam Do is the founder of DC Viet Alliance, a social networking group that volunteers in the community, hosts charity events, and promotes Vietnamese language, culture, and social causes. He is also a board member for Ket Doan Association and has founded and organized several Asian groups on Meetup.com and Facebook.



OPERATIONS DIRECTOR – SANDY CAO

Sandy Cao is currently an Operations/Project Manager at an IT consulting firm in Fairfax, VA. She is a graduate of the University of Virginia with a major in Psychology and a minor in Biology. She began her involvement with the Vietnamese-American community in her freshman year of college as she joined the university's Vietnamese Student Association, which eventually led to her role as President of the association in her senior year. Sandy is also currently the Union of North American Vietnamese Student Association's Collective Philanthropy Project Audit Director, working with the project's beneficiaries.



EVENTS DIRECTOR – DUKE NGUYEN

Duke Nguyen is a Real Estate Consultant and owner of Prosperity Investments LLC. He manages the entire real estate investment process from buying, designing and constructing to selling the property. He is an active member of the NVAR Multi-Million Dollar Sales Club and a Certified Short-Sale & Foreclosure Resource Specialist. Because of his passion in architectural designs and community service, he finds the real estate profession a perfect fit. He is also a veteran who honorably served in the US Army. In his spare time, he regularly participates in philanthropy projects to give back to the community.

MARKETING - CRYSTAL NGUYEN
CARNIVAL AND GAMES - DIEM TRAN
WEB MASTER - QUAN NGO
ART/DECORATIONS – VI KHA HOANG
VENDORS – VAN TRAN

IT - MIKE TRI DO
CONTESTS - JASON HUY LAM
ENTERTAINMENT – ICH DO
VOLUNTEERS - STEPHEN NGUYEN