



Triangle Area Chinese American Society (TACAS)

2007 Chinese New Year Festival

Saturday, February 17, 2007 N.C. State Fairgrounds, Scott Building

Sponsorship and Vendor Package

The Triangle Area Chinese American Society (TACAS) promotes Chinese cultural exchange and community service around the Triangle. The Chinese New Year Festival is the one of major cultural and community events that TACAS provides annually to its members and the general public. In 2006, the Festival offered more than 7 hours of vocal, dance, and theatrical performances, interactive cultural exhibits, and food sales. The Festival delighted more than 3500 attendees.

Anticipating an even larger crowd in 2007, TACAS has moved the Festival to the North Carolina State Fairgrounds, Scott Building (next to Blue Ridge Road in Raleigh). The event will open to the public for 7 hours on Saturday, February 17, with extra set-up time on the night before. The association with the fairgrounds, ample indoor space, and free parking will make the Festival attractive to families from all around our region. The extra set-up time and experience of TACAS and fairgrounds staff will make the event easier for performers, attendees, and vendors.

Publicity for the Festival will go to the News & Observer, local TV stations, WUNC public radio, family monthly magazines, Chinese-speaking schools and churches, and public schools again this year.

Your sponsorship helps underwrite the many expenses associated with the promotion and production of the Festival. We hope that you will take advantage of Chinese New Year sponsorship to get plenty exposure for your business or organization

Gold Dragon Sponsor (\$1000+) Benefits include

- Identification as a Dragon Sponsor in the Festival program book
- Posting a banner with your logo in the Festival room
- Display table (for exhibit and/or representatives of your company)
- Full page advertisement in the Festival program book
- Logo on the TACAS Festival webpage
- 20 Participant admission tickets

Silver Tiger Sponsor (\$750) Benefits include

- Identification as a Tiger Sponsor in Festival program book
- Display table (for exhibit and/or representatives of your company)
- Half page advertisement in the Festival program book
- Logo on the TACAS Festival webpage
- 10 Participant admission tickets

Bronze Pig Sponsor (\$500) Benefits include

- Identification as a Bronze Pig Sponsor in the Festival program book
- Display table (for exhibit and/or representatives of your company)
- Quarter page advertisement in the Festival program book
- Logo/link to your business on the TACAS Festival webpage
- 6 admission tickets

Triangle Area Chinese American Society (TACAS) P.O. Box 1041, Cary, NC 27512
website: www.nctacas.org Email: president@nctacas.org
President: Vicky Yang, 919-969-6755



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Friends of TACAS Individual Donation \$50 – 100. Benefits include

- Identified as Friends of the CNYF sponsor in the Festival program book
- 2 admission tickets

Donations for the Silent Auction (taking place during the Festival)

- Identified as Auction prize contributor in the Festival program booth
- Display of Auction prize with your name
- Popular items last year included: airline tickets, sports games tickets, gift certificates for meals, artwork, collector's items, things worth more than \$50.

Booth Rates

Event Vendor

Food or merchandise sales

\$300 for profit group

Menu must be approved by TACAS by Jan. 26

\$200 for IRS tax-exempt group

No drink/beverage sales unless approved.

Event Exhibitor

Display of cultural materials or where representatives of your group can recruit members or customers.

\$250 for profit group

\$100 for IRS tax-exempt group

No merchandise or service sales.

Booth Information (for sales and non-sale exhibitors)

- Each booth is provided with:
 - 8X12 foot space, a 3X8 foot standard table, 2 folding chairs.
 - one standard electric outlet (20 amp, 120 volt). Additional power supply will be paid for by the vendor at a rate of \$25 per standard outlet (20 amp, 120 volt) or \$90 for premium outlet (50 amp, 220 volt).
 - Vendors receive 4 Participant tickets and Exhibitors receive 2 Participant tickets.
- Booth renters are responsible for a table covering and decorations. Organizational logos and colorful displays on and around the table are encouraged to create the festive feeling for CNYF however, decorations and signs may not be placed on the walls without TACAS' consent. Banners with logos are reserved for our sponsors at the "Dragon" level.
- Booth renters are responsible for cleanup of their booth area after the event.
- Rental deposit must be received before a spot is reserved. If a space application has been accepted by TACAS, you will be notified within 2 weeks. If your application is not approved, then the application will be returned to you along with your deposit.
- After your application has been accepted, no refunds will be made for withdrawal from the event.
- Failure to adhere to these guidelines may result in dismissal from the event.

If you have any questions or wish to secure your spot promptly, feel free to Email or phone me (see below).

Sincerely,

Vicky Yang, TACAS President

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Sponsor Engagement Agreement

Yes, I want to be a CNYF Sponsor!

- Gold Dragon Level, \$1000
- Silver Tiger Level, \$750
- Bronze Pig Level, \$500
- Individual Donor Level, \$50-100

I prefer to be a Vendor or Exhibitor (check only one below)

- Food or Merchandise Sales as a For-Profit organization, \$300
- Food or Merchandise Sales as a non-profit organization, \$250
- Exhibitor (no sales) as a For-Profit Organization, \$250
- Exhibitor (no sales) as a non-profit organization, \$100

Business/Organization Name _____

If non-profit, provide tax-exempt EIN _____

Responsible Person's Name _____

Signature _____

Address _____

Phone _____ **Email** _____

Please make check payable to "TACAS"

Payment Attached: _____ **Amount** \$ _____ **Check #** _____

Check correct one: _____ **Non-Food Booth** _____ **Food Booth**

If Food Booths, please provide food description or attach proposed menu

Thank you for your support of the 2007 Chinese New Year Festival.

A receipt will be mailed to you immediately after the Festival.

TACAS Fund Raising Committee Member _____

Signature _____

Menu must be approved by TACAS by Jan. 23. Email it to president@nctacas.org for fastest reply.

Keep this copy for your record. **Copy A – for Vendor**



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