



Sponsorship Proposal



Tenth Annual

VietFest

Vietnamese Heritage Festival

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Dear Prospective Sponsor:

We are excited to have the opportunity to partner with you in **NOVAL-DC's Tenth Annual Vietnamese Heritage Festival (VietFest.com)**, which will be held on **Saturday, August 12th, and Sunday August 13th, 2023 in Tysons Corner, VA**. After the rise of COVID-19 which saw us cancel our two festivals, we were excited to return in 2022 to bring joy and human connection back to our region. We continue into 2023 prepared for our 10th year.

The Vietnamese Heritage Festival is an event that not only showcases our beautiful culture but also supports the Asian American community by marketing local businesses, restaurants and nonprofit organizations to the greater Washington, DC community. We hope to help energize our local businesses who have endured a difficult year and are now emerging as our society begins to open up again. In addition, a portion of proceeds from this popular annual event will proudly benefit leadership development of **Vietnamese American youth in the greater Washington, DC area through our Mister and Miss VietFest competitions and our ACE (Anh Chì Em) Mentorship Program**.

VietFest will be a fun and exciting event for people of all ages. There will be authentic cuisines not only from all three regions of Vietnam but also dishes from other Asian countries such as Thailand, Philippines, China, and local DC area establishments. Our attractions include activities for children, a fashion show by Vietnamese American designers, and entertainment from talented Vietnamese and Asian American singers and performers. In addition, there will be art, photography, poetry, talent competitions and games. There will also be reunion performances from our Mister VietFest Competition and Miss VietFest United States Pageant. Also popular is the Pho Eating Competition and the Crawfish Eating Competition where contestants can compete for glory while enjoying some delicious food. Our last VietFest boasted over 30,000 attendees and is the largest Vietnamese festival on the East Coast.

Given the need to preserve the Vietnamese heritage and increase the community's awareness, we are proud to make this event possible and hope you will join us in this effort. Your sponsorship will have a far-reaching effect on sustaining the Vietnamese and Vietnamese-American traditions, assist youth in the DC area, and enrich the lives of all those who attend. And with the rise in violence against Asian Americans and Pacific Islanders, your sponsorship will play a meaningful role in standing up to Asian hate and supporting diversity and inclusion in America.

You can support VietFest as a sponsor within tiered amounts of \$50,000 (Title Level) \$20,000 (Legacy Level), \$10,000 (Heritage Level), \$5,000 (Presenting Level) \$3,000 (Partner Level), \$1,000 (Community Level), \$500 (Advocate Level), or \$250 (Supporter Level). More details are provided on the enclosed Sponsorship Form.

If you have any questions, please do not hesitate to contact us at 703-350-6241 or novaldcmetro@gmail.com.

With warm regards,

Nicholas Lephram & Bobby Ly
Co-Presidents, NOVAL-DC



VietFest 2023 Site: The Plaza at Tysons Corner

- At the heart of Tysons Corner Center is The Plaza, a 1.5-acre outdoor destination with ongoing events and activities for visitors and residents year-round.
- With our past audience and the thousands of daily traffic through Tysons, this will be our biggest VietFest yet.





VietFest 2023 Activities



Stage Performances

- Miss VietFest US Show
- Lion Dancing
- Mister VietFest Show
- Cultural Dances
- Martial Arts Demonstration
- Vietnamese Fashion Show
- Traditional Vietnamese Instruments
- Traditional Vietnamese Wedding

Games, Competitions, and Exhibits

- Exhibit of Vietnamese American Heritage
- Delicious Vietnamese and Asian cuisine
- Pho-Eating Competition
- Crawfish-Eating Competition
- VietFest's Got Talent Competition
- Children's Activities
- Magic Show, Face painting, Animal Balloons
- Vietnamese Arts and Crafts



PAST VIETFEST SPONSORS & PARTNERS

Live!



KAISER PERMANENTE



CASINO • HOTEL



MAMA LA'S KITCHEN



LANDMARK MALL



sears



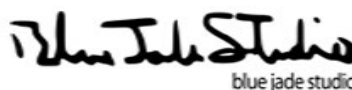
Bánh Cuốn Thăng Long



NGUYEN & NGUYEN, PC



ANH OI.com



Liberty Entertainment



VietFest 2023

Top 3 Sponsorship Levels

Title Sponsor (\$50,000)

- Promotion at the Opening Ceremony
- Top Mention on Vietfest.com
- Prominent Display logo on Main Stage
- Back Cover color Ad in Festival Program
- VIP area parking
- 4 Booths (10x20 Space)
- Full display on Sponsors Banner
- Recognition in All Media, Promotional materials
- 3 Minutes Opening Speech on main stage
- Sponsor's banner displayed on Festival Grounds

Legacy Sponsor (\$20,000)

- Promotion at Miss VietFest Reunion Show or Entrance
- Priority Mention on Vietfest.com
- Priority Full page color Ad in Festival Program
- VIP area parking
- 2 Booth (10x10 Space)
- Full display on Sponsors Banner
- Recognition in All Media, Promotional materials
- 3 Minutes speech on main stage
- Sponsor's banner displayed on Festival Grounds

Heritage Sponsor (\$10,000)

- Promotion at Mister VietFest Reunion Show or Entrance
- Priority Mention on Vietfest.com
- Full page color Ad in Festival Program
- VIP area parking
- 1 Booth (10x10 Space)
- Full display on Sponsors Banner
- 2 Minutes speech on main stage
- Sponsor's banner displayed on Festival Grounds

VietFest 2023

Sponsorship Levels

	TITLE \$50,000+	LEGACY \$20,000	HERITAGE \$10,000	PRESENTING \$5,000	PARTNER \$3,000	COMMUNITY \$1000	ADVOCATE \$500
Exclusive Sponsor	Opening Ceremony	Entrance	Miss VietFest Show	Mr. VietFest Show			
Prominent Display Logo on Main Stage	Yes						
Ad Space in Festival Program	Back Cover, Color	Priority Page, Color	Full Page, Color	Full Page, Color	Full Page, Color	Full Page, Color	Half Page, Color
Display on Sponsor Banner at Festival	Yes	Yes	Yes	Yes	Yes	No	No
Logo on VietFest Website	Yes	Yes	Yes	Yes	Yes	No	No
Recognition in All Media, Promotional Materials and Stage	Yes	Yes	Yes	Yes	Yes	No	No
Number of Booths/Space	4 (10x20)	3 (10 x 10)	2 (10 x 10)	1 (10 x 10)	1 (10 x 10)	0	0
Sponsor's Banners Displayed on Festival Grounds	Yes	Yes	Yes	Yes	Yes	No	No
Festival Speech	3 Minutes (Opening)	3 Minutes	2 Minutes	1 minute			

VIETFEST 2023 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: _____

Work #: _____ Cell #: _____ E-Mail: _____

My company/organization would like to become a:

- Title Sponsor (\$50,000+)
- Legacy Sponsor (\$20,000)
- Heritage Sponsor (\$10,000)
- Presenting Sponsor (\$5,000)
- Partner Sponsor (\$3,000)
- Community Sponsor (\$1,000)
- Advocate (\$500)
- Supporter (\$250)
- I would like to donate \$ _____

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

- Full Page or Community Sponsor (\$1000)
- Half Page or Advocate (\$500)
- Quarter Page or Supporter (\$250)
- Name Listed on the Program (\$100)

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 novaldcmetro@gmail.com.
- Email your company advertisement to novaldcmetro@gmail.com. Black and white ads are to be in gray scale while color ads are to be in CMYK.
 - Full Page – 5.5" width x 8.5" height, 300 dpi (2625 x 3375 pixels)
 - Half Page – 5.5" width x 4.25" height, 300 dpi (2625 x 1725 pixels)
 - Quarter Page – 2.75" width x 4.25" height, 300 dpi (1275 x 1650 pixels)
- Two sentence promotional message for stage announcement
- Send banner to be displayed around festival grounds to **6815 Chestnut Avenue, Falls Church, VA 22042**.
- Please make check payable to **NOVAL-DC** and mail to **VietFest Sponsorship, P.O. Box 34437, Washington, DC 20043** by **August 1, 2023** to be included in our promotions.

Sponsor's Representative Name (Print)

Date: _____