



# Sponsorship Proposal



Eighth 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 Eighth Annual Vietnamese Heritage Festival (VietFest.com)**, which will be held on **Saturday, August 10<sup>th</sup>, and Sunday August 11<sup>th</sup>, 2019 in Tysons Corner, VA.**

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. A portion of proceeds from this popular annual event will proudly benefit leadership development of **Vietnamese American youth in the greater Washington, DC area.**

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, Laos, and local DC area establishments. Our attractions include activities for children, a fashion show by Vietnamese American designers, a Miss Vietnam pageant, and entertainment from talented Vietnamese singers and performers. In addition, there will be art, photography, poetry, talent competitions and games. The 'Miss VietFest United States Pageant' will be the highlight of Sunday evening. Also popular is the Pho Eating Competition and the Crawfish Eating Competition where contestants can compete for glory while enjoying some delicious food. VietFest will be a fun and exciting event for people of all ages.

Our first annual VietFest held on June 23, 2012 was a tremendous success. The one day event attracted over 6,000 attendees and over 70 Businesses/Vendors. In our third year, the two day-festival drew over 12,000 and 90 respectively. We have already established our goal of being the largest Vietnamese festival on the East Coast but by bringing our event to Tysons Corner Mall the last two years we had over 30,000 people attend. We plan on continuing it there again this year, giving us the opportunity to share our culture with more people than ever before.

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.

You can support VietFest as a sponsor within tiered amounts of \$40,000 (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 me at 703-350-6241 or [novaldcmetro@gmail.com](mailto:novaldcmetro@gmail.com).

With warm regards,

Nicholas Lephram  
Co-Founder, NOVAL-DC and VietFest Chair





# VietFest 2019 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 2019 Activities



## Stage Performances

- Miss VietFest US Pageant
- Lion Dancing
- Mister VietFest Contest
- 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!**

CASINO • HOTEL

**ANA**

**verizon**



**KAISER PERMANENTE**



**MAMA LA'S  
KITCHEN**



**LANDMARK MALL**



**sears**



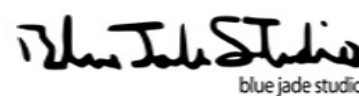
**Bánh Cuốn  
Thăng Long**



NGUYEN & NGUYEN, P.C.



**ANH OI.com**



**Liberty Entertainment**



AKARITUTORING.COM  
any student, anywhere

**New Moon Foundation**



**Children of Vietnam**



# VietFest 2019

## Top 3 Sponsorship Levels

### **Title Sponsor**

- Promotion at the Opening Ceremony
- Top Mention on Vietfest.com
- Prominent Display logo on Main Stage
- Back Cover color Ad in Festival Program
- 25 VIP seats
- 10 VIP parking passes
- 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**

- Exclusive Promotion at Miss VietFest or Entrance
- Priority Mention on Vietfest.com
- Priority Full page color Ad in Festival Program
- 15 VIP seats
- 5 VIPs parking passes
- 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**

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

# VietFest 2019

## Sponsorship Levels

	TITLE \$40,000+	LEGACY \$20,000	HERITAGE \$10,000	PRESENTING \$5,000	PARTNER \$3,000	COMMUNITY \$1000	ADVOCATE \$500
Exclusive Sponsor	Opening Ceremony	Entrance	Miss VietFest	Mr. VietFest			
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 2019 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 (\$40,000+)
- ☐ 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](mailto:novaldcmetro@gmail.com).
- ☐ Email your company advertisement to [novaldcmetro@gmail.com](mailto: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 **June 30, 2019** to be included in our promotions.

\_\_\_\_\_  
Sponsor's Representative Name (Print)

Date: \_\_\_\_\_