

第十三屆亞美節商務合作計畫公佈 面向各界招募合作夥伴

Sponsor Plan of the 13th AADay Festival published and recruiting the sponsors

第十三屆亞美節簡介 Introduction to the 13th AADay Festival

2023 年第十三屆亞美節，將於 9 月 9 日在波士頓中央公園 (Boston Common) 舉辦。作為波士頓亞美聯誼會的重要年度活動，波士頓亞美節每年都吸引著大批各族裔觀眾、商家和組織前來參與。自 2016 年首屆“波士頓公園亞美節”舉辦以來，這一活動已成爲亞美會、乃至波士頓華人社區不可或缺的重要名片。

至 2022 年第十二屆亞美節，該活動依靠優越的地理位置、精彩的舞臺表演，以及現場品類繁多的商家，單場吸引了超過萬名觀眾遊客參加。大批新興企業、餐飲商戶及政治新星，將該活動作爲面向波士頓市民和廣大遊客的宣傳平臺，並收穫遠超預期的回報。

作爲亞美節的主辦方，波士頓亞美聯誼會依靠多年來的組織經驗，不斷完善活動的每一個環節。在努力提升觀眾、遊客們的好感度的同時，我們更致力於優化合作商家們的參與體驗。在吸納第十二屆亞美節經驗的基礎上，我們爲第十三屆亞美節的合作商家，打造出**四項獨家合作優勢**：

The thirteenth Asian American Festival in 2023 will be held in Boston Common on September 9. As an important annual event of the Boston Asian American Association, the Boston Asian American Festival attracts a large number of audiences, businesses and organizations of various ethnicities to participate. Since the first "Boston Common Asian American Festival" was held in 2016, this event has become an indispensable and important business card for the Asian American Conference and even the Chinese community in Boston.

Until the 12th Asian American Festival in 2022, relying on its superior geographical location, wonderful stage performances, and a wide variety of merchants on site, the event has attracted more than 10,000 spectators and tourists to participate in a single event. A large number of start-up companies, catering businesses and political stars used the event as a publicity platform for Boston citizens and tourists, and the returns far exceeded expectations.

As the organizer of the Asian American Festival, the Boston Asian American Friendship Association relies on years of organizational experience to continuously improve every aspect of the event. While striving to improve the favorability of the audience and tourists, we are also committed to optimizing the experience of participating merchants. On the basis of absorbing the experience of the 12th Asian American Festival, we have created four exclusive cooperation advantages for the cooperative merchants of the 13th Asian American Festival:

①. 完善的現場設施 Perfect on-site facilities

波士頓市中心公園內露天會場，活動可用面積 200000ft² (約 17800m²)。會場中央配有 40*30ft 帶背景板露天舞臺，專業音響團隊全天候服務，可供相應合作商家在開幕式致辭、宣傳。現場配備 65-90 個 10*10ft 帳篷，可供商家攤位使用。現場規劃單個攤位最大可達到 40*10ft。同時，我們還爲餐飲類商家配備電源及消防許可申請，可在 2023 年 8 月 10 日前向我們申請。

The open-air meeting place in the park in downtown Boston, with an usable area of 200,000ft² (approximately 17,800m²). The center of the venue is equipped with a 40*30ft open-air stage with a background board, and a professional audio team provides round-the-clock service for corresponding cooperative businesses to give speeches and publicity at the opening ceremony. There are 65-90 10*10ft tents on site, which can be used by merchant booths. On-site planning of a single booth can reach a maximum of 40*10ft. At the same time, we also provide catering businesses with power supplies and fire protection permit applications, which can be applied to us before August 10, 2023.



百度網記者採訪亞美節合作商家、主辦方 Reporter from Baidu interviewed our business partners and organizers

②. 專業媒體團隊 Professional media team

亞美節當日現場，將有來自亞美會僱傭的專業攝影師全天候拍攝影像資料。同時，全天中央舞臺活動、表演等將實時在 Youtube 等媒體平臺上向全世界直播。在活動期間，更有來自波士頓華人社區的《星島日報》，《波士頓中文網》等媒體，及本地英文媒體的記者隨時採訪遊客與合作商家。

On the day of the Asian American Festival, there will be professional photographers hired by the Asian American Association to shoot video materials around the clock. At the same time, all-day central stage activities, performances, etc. will be broadcast live to the world in real time on Youtube and other media platforms. During the event, reporters from the Boston Chinese community such as "Sing Tao Daily", "Boston Chinese Network" and local English media interviewed tourists and business partners at any time.

③. 活動現場配套宣傳 Supporting publicity at the event site

在亞美節活動現場，我們將會向所有遊客派發可作爲導覽手冊的《亞美報現場特刊》(2022 年線上及紙質版投放數量 6700 份以上)。所有商家按照贊助等級，可獲得對應大小的版面，用於投放自己的宣傳廣告。同時，亞美會下屬微信公眾號平臺(活動推送文章單篇閱讀可達 500 以上)，小紅書賬號(活動推送文章單篇閱讀可達 500 以上)，及 Facebook 和 Twitter 等平臺，都將同步推送相應合作商家的廣告或宣傳視頻。

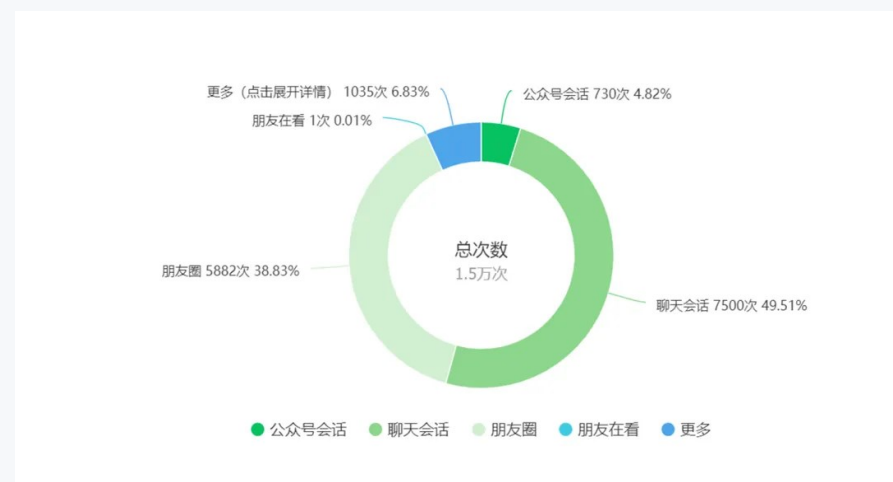
At the event site of the Asian American Festival, we will distribute to all visitors the "Asian American Press On-Site Special Issue" that can be used as a guidebook (more than 6,700 copies of the online and paper editions will be released in 2022). According to the level of sponsorship, all merchants can obtain a page of corresponding size for their own promotional advertisements. At the same time, the WeChat public account platform of the Asian American Club (an article pushed by the event can reach more than 500 views per article), the account of RedBook (an article pushed by the event can reach more than 500 views per article), and platforms such as Facebook and Twitter will all be synchronized Push the advertisement or promotional video of the corresponding cooperative merchant.



第十二屆亞美節現場特刊 The 12th AADay Festival Guide book

← 亞美會小紅書 APP 第十二屆亞美節期間流覽量

Views of RedBook APP account during the 12th AADay Festival



← 亞美會微信公眾平臺第十二屆亞美節期間流覽量

The data of visits during the 12th AADay Festival on our WeChat public Chanel



← 掃描二維碼觀看現場全天錄影
Scan the QR code to watch live video for all event.

④. 商家免費福利

在活動現場，我們還將通過神秘遊戲環節發放大量獎品。屆時，所有商家將有幾率通過抽籤成爲“集讚商家”，成爲遊客們贏得獎品的關鍵打卡點。同時，在由主辦方提供的獎品禮袋中，所有商家都可以放入一份宣傳資料。

At the event site, we will also distribute a large number of prizes through the mystery game session. At that time, all merchants will have a chance to become "like-collecting merchants" through lottery, which will become the key check-in point for tourists to win prizes. At the same time, all merchants can put a promotional material in the prize bag provided by the sponsor


第十三屆亞美節合作方案 Sponsor Plans

本次亞美節合作方案共分爲五個不同等級，以適應不同類型的商家和非營利組織的宣傳營銷需求。除亞美節當天的現場展位、開幕式環節，以及作爲遊客指南發放的《亞美報》現場特刊外，您還將根據贊助金額的不同，獲得對應的亞美會線上平台廣告。

The Asian American Festival cooperation program is divided into five different levels to meet the promotion and marketing needs of different types of businesses and non-profit organizations. In addition to the on-site booths on the day of the AADay Festival, the opening ceremony, and the on-site special issue of the "Asian American News" as a tourist guide, you will also get the corresponding Asian American Conference online according to the amount of sponsorship. Platform advertising.

\$15000 冠名贊助 1.現場 中心地段 展位 (A 區) 2.《亞美報》現場特刊 全版廣告 (21*11.6 英寸)。 3.您的商標將出現在特刊的 舞臺背景板 與特刊 封面 上。 4.亞美會線上平台 3 分鐘 推廣視頻 (需商家提供素材)。 5.亞美節新聞發佈會及開幕式 致辭 5 分鐘 。 6.可成爲 集讚商家	\$5000 協辦單位 1.現場 中心地段 展位 (A 區或 B 區優先) 2.《亞美報》現場特刊 ¼版廣告 (10.5*5.8 英寸) (內容請商家自備)。 3.您的商標將出現在特刊的 舞臺背景板 與特刊 封面 上。 4.亞美節新聞發佈會 致辭 1 分鐘 5.亞美會線上平台 0.5 分鐘 推廣視頻或 500 字節 以內圖文 (需商家提供素材)。 6.可成爲 集讚商家	提供素材)。 5. 有幾率 成爲集讚商家。 \$500 銀牌贊助 1. 現場 D 區展位 2.《亞美報》現場特刊篇幅 ¼頁廣告 (5.25*5.8 英寸) (內容請商家自備)。 3.您的商標將出現在特刊的“商家目錄”中。
\$10000 聯合主辦單位 1.現場 中心地段 展位 (A 區) 2.《亞美報》現場特刊 半版廣告 (10.5*11.6 英寸) (內容請商家自備)。 3.您的商標將出現在特刊的 舞臺背景板 與特刊 封面 上。 4.亞美會線上平台 1 分鐘 推廣視頻 (需商家提供素材)。 5.亞美節新聞發佈會及開幕式 致辭 3 分鐘 。	\$1000 金牌贊助 1.現場展位 (B 區或 C 區優先) 2.《亞美報》現場特刊 ¼版廣告 (10.5*5.8 英寸) (內容請商家自備)。 3.您的商標將出現在特刊的 舞臺背景板 上，與特刊商家目錄內。 4.亞美會線上平台 300 字節 以內圖文推廣 (需商家	\$300 (僅供食品商家) 1. 現場食品區展位 2.《亞美報》現場特刊篇幅 ¼頁廣告 (5.25*5.8 英寸) (內容請商家自備)。 3.您的商標將出現在特刊的“商家目錄”中。 *所有攤位挑選及分配，均按照報名順序，遵循先來後到原則。 *各類廣告請商家按照相應規格將素材發至郵箱 info@aaaboston.org (美國政府認可的非營利組織可憑法律檔享受 \$100 減免優惠。)

\$15000 Title Sponsor 1. Booth at the center of the site (Area A) 2. Full-page advertisement (21*11.6 inches) in the event Guide Book 3. Your logo will appear on the stage background board and on the cover of the Guide Book 4. A 3-minute promotional video on the online platform of the AAAB (materials must be provided by the merchant) 5. 5 minutes for the Asian American Festival press conference and opening speech . 6. You can become a merchant of Bingo Game	\$5000 Co-organizer 1. Booths in the center of the site (area A or area B is preferred) 2. Advertisement in the ¼ page of the event Guide Book (10.5*5.8 inches) (the content should be prepared by the merchant). 3. Your logo will appear on the stage background board and on the cover of the Guide Book. 4. 1 minute speech at the press conference of the Asian American Festival 5. A 0.5-minute promotional video or graphics within 500 bytes on the AAAB online platform (materials must be provided by the merchant). 6. You can become a merchant of Bingo Game	by the merchant). 5. Have chance to become a merchant of Bingo Game.
\$10000 Co-host 1. Booth at the center of the site (Area A) 2. Half-page advertisement (10.5*11.6 inches) in the event Guide Book (the content should be prepared by the merchant). 3. Your logo will appear on the stage background board and the cover of the Guide Book. 4. A 1-minute promotional video on the online platform of the AAAB (materials are required to be provided by the merchant). 5. 3 minutes for the Asian American Festival press conference and opening speech.	\$1000 Gold Sponsorship 1. On-site booth (area B or C is preferred) 2. ¼ page advertisement (10.5*5.8 inches) in the event Guide Book (the content should be prepared by the merchant) 3. Your trademark will appear on the stage background board and in the catalog of the Guide Book. 4. Graphic and text promotion within 300 bytes on the AAAB online platform (materials must be provided	\$500 Silver Sponsorship 1. Booth in Zone D on site 2. ¼ page advertisement (5.25*5.8 inches) in the special issue of "Asian American Daily" (the content should be prepared by the merchant). 3. Your logo will appear in the "Business Directory" of the Guide Book. \$300 (for food merchants only) 1. On-site food zone booth 2. ¼ page advertisement (5.25*5.8 inches) in the special issue of "Asian American Daily" (the content should be prepared by the merchant) 3. Your logo will appear in the "Business Directory" of the Guide Book.

贊助付款方式 Payment method 一. 支票 Check 支票抬頭 Title : Asian American Association of Boston 支票郵寄地址 Address : Asian American Association of Boston, 70 Kneeland Street, Boston, MA 02111 二. ZELLE Email : AcctAAABoston@gmail.com 三. Paypal	Paypal Account : AAABoston 或掃描右側二維碼付款 or Scan the QR Transfer account : 617-682-6161  四. 其他方式 Other payment method 如您希望通過其他方式付款，可通過郵箱： info@aaaboston.com ，以及電話 617-682-6161，617-710-0592，857-272-1581 聯繫我們。 If you want to choose other payment method, please contact us : info@aaaboston.com . Or call or text to number 617-682-6161, 617-710-0592, 857-272-1581.	付款備註 ：無論您選用哪種付款方式，請您在付款時按以下格式寫下備註：商家 或組織名稱+所選贊助級別+推薦人+所選展位 (詳情請見下圖)。 例如：XXXX 公司，500 贊助，趙剛，C5 攤位。 Payment remarks : when you pay from any payment method you choose, please write down the remarks in the following format when paying: business or organization name + selected sponsorship level + recommender + selected booth (see the appendix for details). Example: XXXX company, Gold Sponsor, James, C5.
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Charles Street