

The 14th AADay Festival

Sponsor Plan

Title Sponsored by Blue Ocean Realty



Organized by Asian American Association of Boston
Title Sponsored by Blue Ocean Realty

Introduction to the 14th Asian American Day Festival

The 14th Asian American Festival in 2024, Title Sponsored by Blue Ocean Realty will be held in Boston Common on September 7th. 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 13th Asian American Festival in 2023, 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 13th Asian American Festival, we have created four exclusive cooperation advantages for the cooperative merchants of the 14th Asian American Festival:

①. Perfect on-site facilities

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, 2024.



Reporter from Baidu interviewed our business partners and organizers



②. Professional media team

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.

The photos of the 13th AADay Festival



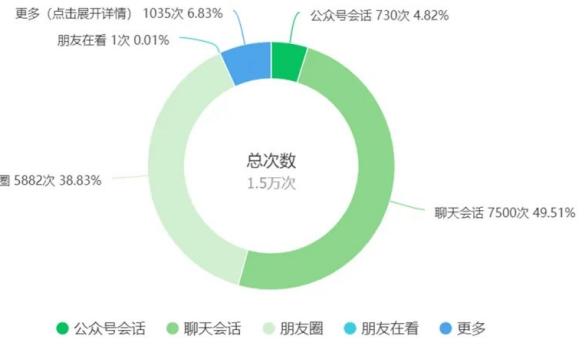
Scan the QR code to watch live video for all event.

③.Supporting publicity at the event site

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 5,000 copies of the online and paper editions will be released in 2023). 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.



The 12th AADay Festival Guide book



The data of visits during the 13th AADay Festival on our WeChat public Chanel



Views of RedBook APP account during the 12th AADay Festival

④.Free benefits for merchants

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

The 14th AADay Festival Sponsor Plan

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 (see the appendix for details), 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 Title Sponsor

1. Booth at the **center** of the site (Area A)
2. **Full back cover page** advertisement (Height 11* Width 8.5 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

\$1000 Gold Sponsorship

1. On-site booth (area B or C is preferred)
2. **¼ page** advertisement (Height 5.5* Width 4.25 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 by the merchant).
5. There is a chance to 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 **½ page** of the event Guide Book (Height 5.5* Width 8.5 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

\$500 Silver Sponsorship

1. Booth in **Zone D** on site
2. **⅓ page advertisement** (Height 2.75* Width 4.25 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. **⅓ page advertisement** (Height 2.75* Width 4.25 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.

*All booths are selected and allocated in accordance with the order of registration, following the principle of first come, first served.

*For all kinds of advertisements, please send the materials to info@aaaboston.org according to the corresponding specifications (non-profit organizations recognized by the US government can enjoy a \$100 discount with legal documents).

Sponsor Plan				
Price	\$15000 Title Sponsor	\$5000 Co-organizer	\$1000 Gold Sponsor	\$500 Silver Sponsor
Booth	Center	Center	Usual	Usual
Guide Book	Full back cover Page	¼ page	⅛page	⅛ page
Logo display	Stage back- ground & Guide- book cover	Stage background & Guidebook cover	Stage back- ground & Guide- book catalog	Guidebook catalog
AAAB online	3 min video	0.5 minute video or graphics within 500 bytes	None	None
opening speech	5 min	None	None	None
Bingo Game	Yes	Yes	Possibly	None
City Hall Plaza Press Conference	5 min	1 min	None	None

***All booths are selected and allocated in accordance with the order of registration, following the principle of first come, first served.**

***For all kinds of advertisements, please send the materials to info@aaaboston.org according to the corresponding specifications (non-profit organizations recognized by the US government can enjoy a \$100 discount with legal documents).**

Contact Information

E-mail: Info@aaaboston.org

WeChat: AAAB201008

Tele: 617-710-0592 Fei Pan; 917-498-7878 Pinci Cao;
857-272-1581 Kewei Gan

Or come and meet us in 70 Kneeland St, Boston, MA 02111.

Payment method

1. Check

Title: Asian American Association of Boston

Shipping Address: Asian American Association of Boston.
70 Kneeland Street, Boston, MA 02111

2. ZELLE Email: AcctAAABoston@gmail.com

3. Paypal

Paypal Account: AAAOfBoston or scan the QR below

Or transfer to PayPal account: 617-682-6161



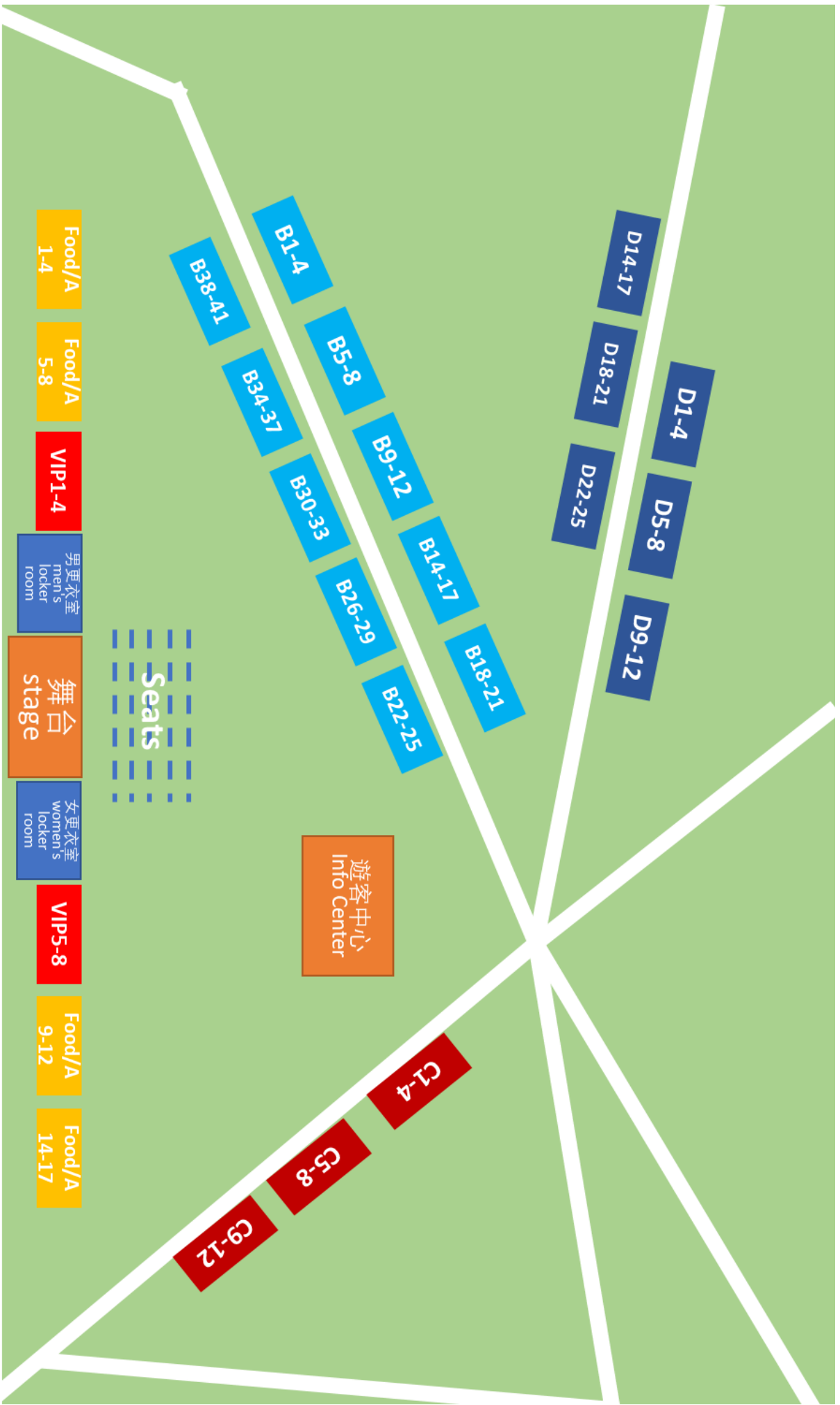
4. other payment method

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.

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.



appendix:
 On-site booth diagram of the 14th Asian American Festival
 (temporary version)