

CORPORATE SPONSORSHIP



LUNAR
NEW YEAR FESTIVAL
— 萬家喜慶迎金猴 —

2016

Markham Pam Am Centre

February 5th - 7th, 2016

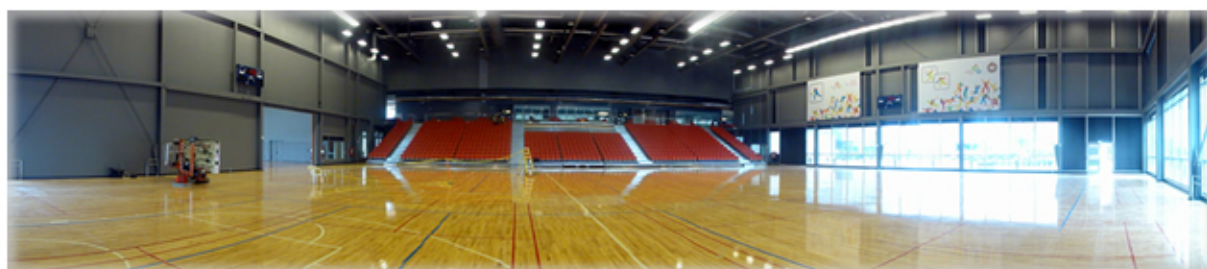
LunarFestGTA.ca

Event Information



The Lunar New Year Festival is a 3-day event to welcome the Year of the Monkey at the Markham Pan Am Centre. This lively, indoor festival is a massive, cultural event featuring traditional cultural elements, celebration, arts and culture, culinary delight, exhibition booths and live stage performances to entertain the whole family in the GTA.

VENUE: Markham Pan Am Centre - 16 Main Street, Markham, Ontario (Kennedy Rd. & HWY 407)



CAPACITY: The 36,000 sq ft gymnasiums will be a house to the largest indoor Lunar New Year Festival event in North America

DATES: Friday, February 5th - Sunday February 7th, 2016 (9am - Midnight everyday)

ATTENDANCE: Estimated 60,000 attendees

TICKETS PRICES: \$12 for an adult admission and \$5 for a child admission

OUR MISSION: To produce a festival party featuring traditional cultural elements, arts and culture, culinary delight, exhibition booths and live stage performances to entertain the whole family in the GTA. Our core is to use this platform to generate cultural awareness to younger generation and non-Asian group to gain interests about Asian culture and heritage.



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Target Markets & Promotion

TARGET MARKETS: A primary target market for the Festival is local, middle class, families who live in Markham and surrounding GTA areas within an 60km radius. Participants mostly are from the Asian community and the non-Asian who are interested in Asian culture. We estimate the ethnicity percentages of attendees are 80% Chinese descent and 20% others.

There are over 500,000 and 900,000 Chinese descents living within a 25km and 60km radius from the Markham Pan Am Centre, respectively. This target group is likely to carry on the tradition of the Lunar New Year celebration.

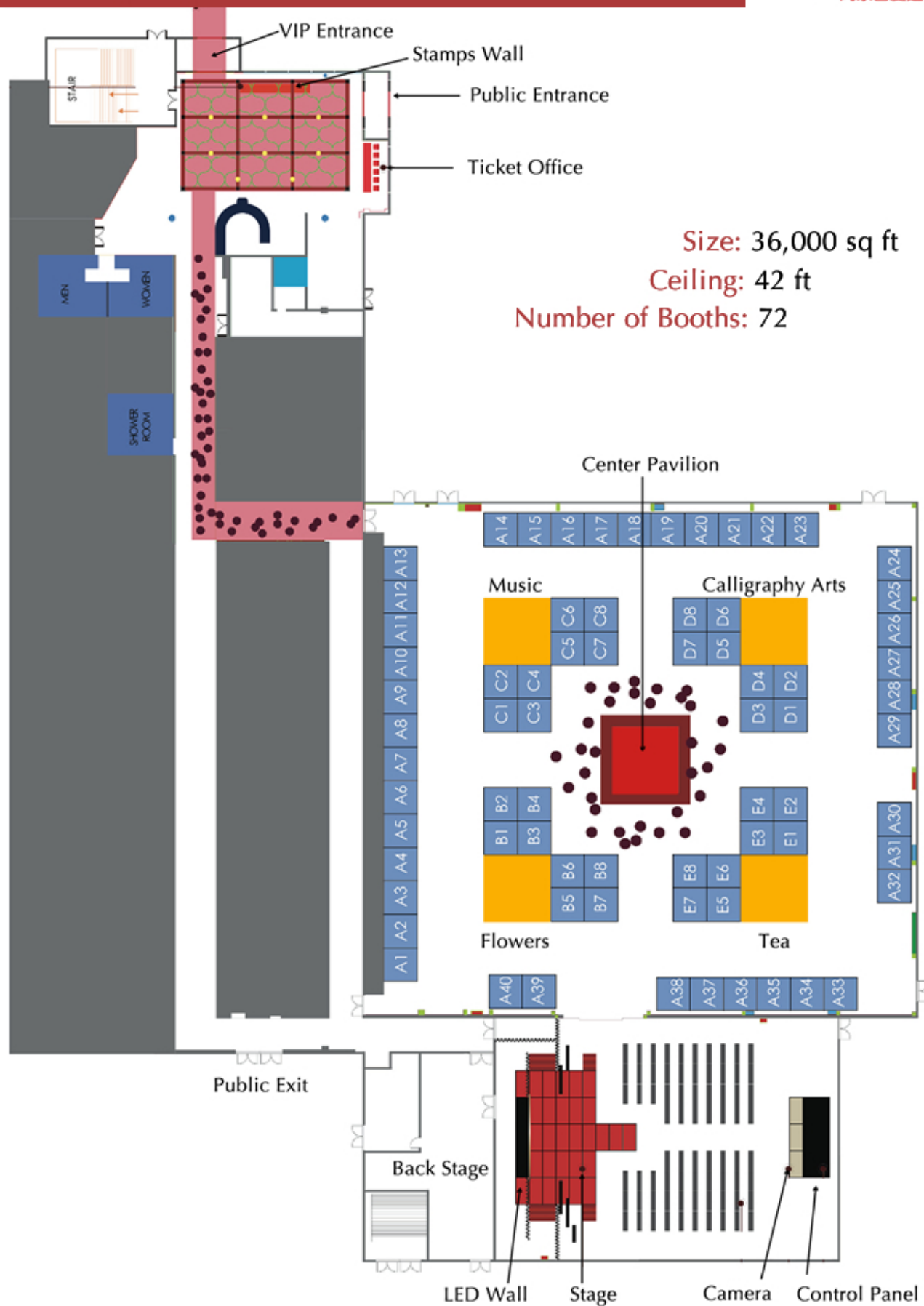


Chinese population within 25km radius from the Markham Pan Am Centre

Markham	115,000
Richmond Hill	186,000
Scarborough	115,000
North York	80,000
Vaughan	17,000

PROMOTION: The promotion strategies aim to increase awareness, attendance and media coverage of the festival. This is done by utilizing the following strategies: use of social media via Facebook and Instagram to share information, images, and run competition; news coverage leading up to the event; celebrity endorsements that act as brand ambassadors as they embody our event and it's goals; and media coverage through print, radio, TV media and online advertising.

Festival Highlights



Festival Highlights



Visiting the Lunar New Year Festival is like embarking on a cultural tour, a place where one can have a memorable and personal encounter with ancient Chinese art and culture. To ring in the Lunar New Year, our team designs, produces and installs an astonishing series of decorations spread over 36,000 sq. ft. at the Markham Pan Am Center.



**FRONT
ENTRANCES
DECORATION**



**ENTRANCE
LOBBY AND
CORRIDOR**



**RED IS
AUSPICIOUS
COLOUR
FOR
LUNAR NEW
YEAR**





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Festival Highlights

Just imagine walking through the alleyways near the Forbidden City, roaming through courtyards, stopping to taste a cup of tea, enjoying calligraphy drawings, as well as the tangible culinary delights and snacks of Lunar New Year. Your journey continues to witness a captivating opera and cultural aspects of folk life.

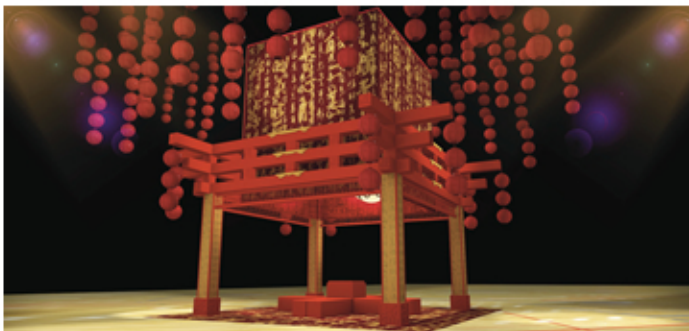
As people visit our cultural booths, they learn about tea culture, traditional Chinese music & opera masks, calligraphy arts, and New Year flowers.



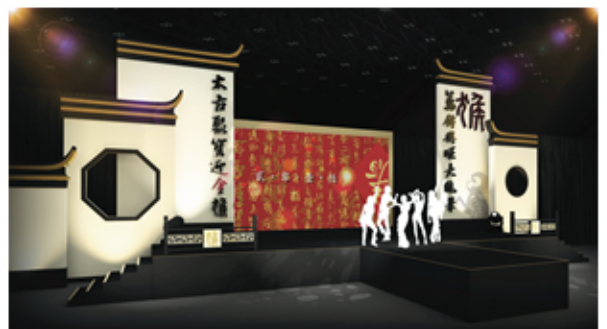
**CULTURAL
BOOTH
DECORATION
FOLLOWS
A CERTAIN
THEME**



**PAVILION
IS A
TRADITIONAL
PART OF
CHINESE
ARCHITECTURE**



**THEME
OF
BEIJING
COURTYARD
FOR
BOOTH
AND
STAGE
DESIGN**



Activities Highlights



Opening Ceremony

Saturday, February 6th at 3pm, community leaders and dignitaries will join us to ring in the Lunar New Year

God of Fortune Parade

This will be a God of Fortune greeting, giving red envelopes and gifts to attendees and walking along with dancers in every two hours

Traditional Cultural Celebrations

Lion and Dragon Dance, Kung Fu demonstration, folk songs and dance, traditional instrument performances, acrobatic shows

Attractions

Artistic reconstruction of traditional Asian villages and other cultural icons of Asian rural and urban life and decorations spread over 36,000 sq. ft. at the Markham Pan Am Center.

Nonstop Live Performance

Incredible live entertainment on the stage by local artisans, community groups and evening entertainment shows by Pacific Mall

Cultural Pavilions

Demonstration and participation to depict an aspect of Arts and Culture of Tea, Music & Opera Masks, Brush Calligraphy and New Year flowers.

Lunar Feast Square

Discover new tastes as you feast under coloured lanterns. Enjoy a taste of China, Japan, Korea, Philippines, and Thailand, with each celebrating the unique flavors and culture of their country

Table Tennis Tournament

Lunar New Year Cup helps local table tennis fans celebrate the beautiful game and Lunar New Year at the same time



Levels of Sponsorship



Lunar New Year Festival is one of the best opportunities to connect with a diverse group of customers and prospects. It provides your company/organization with an unparalleled marketing opportunity.

	Title \$43,000	Jade \$33,000	Pearl \$23,000
Exclusive Naming rights	福		
Exclusive Name/Logo on the Front Ancient Gate Doors	福		
Exclusive Name/Logo on Red Packet (60,000 Packets will be handed out during the God of Fortune Parade)		福	
Exclusive Sponsor of Lunar New Year Table Tennis Cup			福
Logo on Stamps Wall at Entrance Lobby	福	福	福
Logo on Entrance Corridor	福	福	福
Colour Ad in Official LNy Guide	Inside Front & 2 Page Spread	1 Page & Outer Back Cover	1 Page & Inside Back
Inclusion of name/logo in all marketing and PR collateral including radio, print, press advertising, online and social media	福	福	福
Vendor Booth(s)	10' x 40'	10' x 30'	10' x 20'
Your company representative will be invited to our Grand Opening Ceremony , officiated by the City of Markham Mayor and attended by other dignitaries	福	福	福
Sponsor Name on Stage	福	福	福
Logo Projections and TV Wall	福	福	福
Public thank you from stage	福	福	福
Data Capture Opportunities	福	福	福
Tickets to Festival	50	40	40
First Right of Refusal for 2017	福		

Levels of Sponsorship



Lunar New Year Festival is one of the best opportunities to connect with a diverse group of customers and prospects. It provides your company/organization with an unparalleled marketing opportunity.

	Gold \$8,000	Silver \$5,000	Bronze \$3,000
Your company representative will be invited to our Grand Opening Ceremony , officiated by the City of Markham Mayor and attended by other dignitaries			
Logo on Entrance Corridor			
Logo Projections and TV Wall			
Colour Ad in Official LNy Guide	2 Pages	1 Page	1/2 Page
Public thank you from stage			
Inclusion of logo in all marketing and PR collateral including, print, press advertising, online and social media			
Tickets to Festival	30	20	10
Vendor Booth(s)	10' x 20'	10' x 10'	10' x 10'

Additional Sponsorship Opportunities



Lunar New Year Festival Guide

The LNY Festival Guide is the official magazine of the Lunar New Year Festival for our Year of Monkey celebration in 2016. Our full-colour publication is the best way to promote your brand to the Festival audience during New Year and beyond. The magazine will feature information about the festival and activities including a map, Chinese Zodiac and festival program.

The magazine street date will be January 8th, 2016, four weeks prior to the festival weekend and a perfect opportunity to get familiar with our advertisers. We produce a quality publication and support it with an advanced distribution of 30,000.

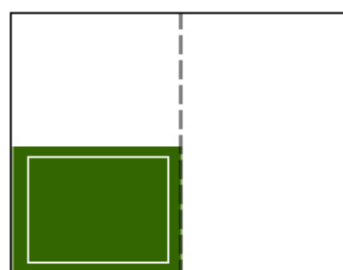
2016 Advertising Rates:



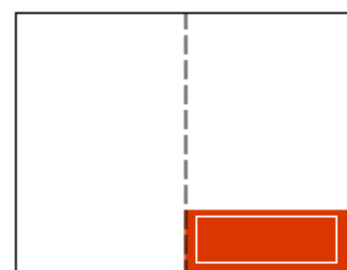
Two-Page Spread
\$3,688



Full-Page
\$1,898



Half-Page
\$998



Quarter-Page
\$498

Premium Placement:

Page Opposite Table of Contents:	\$2,488
Page Opposite Festival Map:	\$2,388
Ad Opposite Chinese Zodiac:	+20%
Advertorial (added to Full Page):	\$2,488
Centre Spread:	\$4,888



About Lunar New Year & Traditions



Traditionally, the Chinese Lunar New Year begins with the sighting of the new moon. It is a two-week spring festival celebrated for over 5,000 years in China. According to legend, the Lord Buddha called all the animals to him before he departed from Earth. Only 12 animals came and as reward, he named a year after each of them in the order that they arrived:

Rat - Ox - Tiger - Rabbit - Dragon - Snake - Horse - Sheep - Monkey - Rooster - Dog - Pig



Traditions

The New Year marks a new beginning where grudges are put aside and accounts settled. People wear new clothes, clean their homes to sweep away all traces of bad luck from the previous year, and cook enormous feasts. The evening preceding Lunar New Year's Day is an occasion for Chinese families to gather for the annual reunion dinner.

The regular New Year fair or market which on a normal day are buzzing with activity, really come to life a couple of weeks prior to Chinese New Year as everyone prepares for the big day. Everybody flocks to the markets to prepare gifts and decorate the house with the traditional "lucky plants" to symbolize prosperity and new growth.

Now the fair offer all sorts of merchandise well beyond plants and flowers for the house and people come out for the shopping as well as to enjoy the spirit of the festival.



Lunar New Year Fair

Customs of Lunar New Year



Lucky Colours

Red and Gold are lucky colours for the Chinese, red symbolizes vitality of life and happiness, and gold represents wealth and prosperity

Firecrackers

Strings of firecrackers are set off to keep away the evil spirits

Lion Dance & Drummers

Performed at New Year and other festivals, they are thought to scare away the bad luck



Red Packet

One of the favorite traditions is receiving lucky money in Red Packets. Typically the packet is adorned with gold writing of good luck characters; good fortune, health, wisdom, or prosperity



Spring Couplets

Spring Couplets displayed as part of the Lunar New Year festival, are usually purchased at a fair a few days before and decorate the entrances of houses as well as business establishments on the first morning of the New Year. The text of the couplets is often traditional and contains hopes for prosperity

Papercutting

Papercutting is an art form that involves cutting (usually red) paper. The most popular subjects are animals, humans, flowers, or the character of "Fook", which means fortune or good luck. During Chinese New Year, most papercutting pieces are pasted on windows and some are placed on the wall and front door.

