



TẾT

FESTIVAL SPONSORSHIP PROPOSAL

FEBRUARY 9-11, 2024
OC FAIR & EVENT CENTER

Celebrating the Year of the Dragon





DEAR PROSPECTIVE SPONSOR,

The Union of Vietnamese Student Associations Southern California (UVSA) is proud to submit this proposal for your review. We wish to provide your organization with unique and advantageous marketing opportunities to promote your brand and business to our diverse audience.

The 42nd Annual UVSA Tết Festival will take place between February 9 to 11, 2024 at the OC Fair & Event Center – adjacent to Costa Mesa, Newport Beach, Santa Ana, and Irvine. The event attracts upwards to 50,000 guests, encompassing a multi-ethnic populace with strong Asian American presence.

The event is recognized as the most distinguished Vietnamese Lunar New Year celebration in the nation for many reasons:

- UVSA has hosted the largest Tết Festival in the nation with over 40 years of success
- UVSA is one of the four pillars upholding the Vietnamese community in cooperation with the Vietnamese American Federation of Southern California, the Coalition of Vietnamese Armed Forces, and the Association of Vietnamese Language & Culture Schools of Southern California
- We are the strongest Vietnamese youth organization in the country and we represent students and young professionals in the Santa Barbara, Los Angeles, Riverside, San Bernardino, and San Diego counties
- Our involvement in the community is built upon cultural awareness, education, and social and civic engagement
- We provide leadership opportunities to over 500 volunteers
- UVSA is a 501(c)(3) charitable organization and has awarded over \$1,500,000 in festival proceeds to deserving non-profit organizations across Southern California

We cordially invite your team to join us this year in making UVSA Tết Festival the most spectacular yet! We look forward to building a partnership with you as we welcome the Year of the Dragon with prosperity and success for all. Thank you for your consideration.

Sincerely,

Annie Tram

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Tết Festival Co-Chairperson
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Christy Dang

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Tết Festival Co-Chairperson
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FESTIVAL SUMMARY

EVENT 42nd Annual UVSA Tết Festival

DESCRIPTION Tết is a celebration of the Lunar New Year, the most observed holiday for Vietnamese people

OBJECTIVES

1. To celebrate the new lunar year
2. To preserve and promote Vietnamese culture & traditions with the surrounding community
3. To provide opportunities for local businesses to promote their products and services
4. To raise funds to support educational and cultural programs in the community
5. To bring Vietnamese youths together and provide them with opportunities for leadership development and community service

DATES Friday, February 9, 2024; 4PM - 10PM
Saturday, February 10, 2024; 11AM - 10PM
Sunday, February 11, 2024; 11AM - 9PM

LOCATION OC Fair & Event Center
88 Fair Dr., Costa Mesa, CA 92626

ATTENDANCE 50,000+ guests

ATTRACTIONS Carnival games and rides
Three stages, each offering a variety of programming for all ages
Vietnamese cultural village with over 30,000 square feet of exhibits and structures
Exhibit hall with over 100 unique vendors

PROGRAMS

Miss Vietnam Pageant	Opening Ceremony	Children's Contests
Pho Eating Contests	Talent Show	Dance Competition
Live Music & Karaoke	Youth Night	Grand Concert
Gaming Tournaments	Cultural Performances	Influencer Meet & Greet



Lion dancers performing at the Saturday Opening Ceremony



HOSTING ORGANIZATION

ABOUT

The Union of Vietnamese Student Associations of Southern California (UVSA) is a 501(c)(3) non-profit, non-partisan, community-based organization founded in 1982 consisting of students, alumni, young professionals, and community leaders. Our mission is to bring together Vietnamese American students and young professionals across Southern California to build unity, serve the community, and advocate for social justice issues that affect our community both domestically and in Vietnam.

GRANTS

Each year, half of net profits from the event are allocated towards the Tết Community Assistance Fund. Over the past 15 years, UVSA has awarded over \$1.5 million to help Southern California non-profit organizations initiate community enrichment programs.

MEMBERS

UVSA was founded on volunteerism and continues to be a 100% volunteer-based organization. With over 50 year-round staff, 300 project staff, and 500 day-of volunteers, UVSA strives to equip each volunteer with skillsets that will help them excel in their professional careers. Additionally, UVSA partners with local, self-governing Vietnamese student associations from the following universities:

- | | | |
|--------------------|-----------------|-----------------------------------|
| Chapman University | CSU Northridge | UC Riverside |
| Cal Poly Pomona | CSU San Marcos | UC San Diego |
| CSU Fullerton | San Diego State | UC Santa Barbara |
| CSU Long Beach | UC Irvine | University of Southern California |



DEMOGRAPHICS & STATISTICS

According to the 2020 U.S. Census, 3,162,610 people identify as Vietnamese, ranking them fourth among the Asian American groups; 647,589 of them live in California. The largest Vietnamese population outside of Vietnam is found in Southern California—totaling over 300,000 members from Los Angeles, Orange, and San Diego counties. Vietnamese American businesses continue to grow in areas such as Garden Grove and Westminster while rapidly extending lucrative development to surrounding cities.



KEY BENEFITS

The success of this event depends on the generosity of sponsors. In return, UVSA aims to provide sponsor with the following benefits:

- Brand awareness and brand loyalty from current and prospective buyers
- High-level media exposure from local television stations, radio stations, magazines, newspapers, and advertisements
- Large-scale onsite product promotion and face-to-face customer interaction
- Positive public outreach and market response
- Recognition as an industry leader above competitors



Toyota showcases their latest vehicles in a custom 30' x 40' booth



The Miss Vietnam of Southern California Royal Court pose for Lexor's custom 20' x 10' booth



The Miss Vietnam of Southern California Royal Court pose for Sunpower's 20' x 20' booth

S PONSOR PACKAGES

We offer the following packages which include standard benefits. Additionally, we can create a custom package designed for you to best connect your business to our audience. We hope that you take this opportunity to sponsor the event as a means to promote brand loyalty from a very accomplished community.

SPONSOR BENEFITS		MEDIA OR IN-KIND TRADE (varies with value)	BRONZE \$3,500	SILVER \$6,000	GOLD \$12,000	DIAMOND \$20,000	PRESENTING \$35,500
PRE-EVENT	Logo and link on event website for 1 year	✓	✓	✓	✓	✓	✓
	Social media post				✓	✓	✓
	Logo on event ad in Vietnamese newspapers					✓	✓
	Logo on all promotional materials						✓
	Logo on online admission tickets						✓
	Logo on event billboard in Garden Grove						✓
ON-SITE	Booth in prime location	10' x 10'	10' x 10'	10' x 20'	20' x 20'	20' x 30'	20' x 40'
	Admission tickets	30	10	20	40	90	150
	3-day admission badges	1	1	2	4	8	10
	3-day parking hang tags	1	1	2	4	8	10
	Banner display near main entrance	1	1	1	1	1	1
	Banner display near exit				1	1	1
	Banner display near main stage				1	2	4
	Graphic ad on main stage				3 runs / day	5 runs / day	5 runs / day
	Color ad in event program book				half page	full page	back cover
	Logo on back of 500 volunteer t-shirts					✓	✓
	Logo on event directory					✓	✓
	30-second video ad on Main Stage						2 runs / day
	Speech at opening ceremony						5 minutes
	Speech at pageant with check presentation						5 minutes
	Sponsor mentions on PA system looped inside event entrance area						✓
	Logo on back of all admission tickets						✓

A LA CARTE BENEFITS

Admission Tickets — **\$8 ea**
 Admission Badges — **\$40 ea**
 Parking Hangtags (3-day) — **\$36 ea**
 Logo link on event website for 1 year — **\$500**
 Banner ad link on event website for 1 year — **\$750**
 Logo on back of 500 volunteer t-shirts — **\$500**
 Logo on event ad in newspapers — **\$1,000**
 Social media post — **\$500**
 Logo display on ticket booth windows — **\$500**
 Banner display (stage, gates, food court) — **\$600**

On-site event activation with booth:
 10' x 10' — **\$3,000**
 10' x 20' — **\$5,000**
 20' x 20' — **\$8,000**
 20' x 30' — **\$12,000**
 20' x 40' — **\$16,000**
 Program Book Ads (30,000 prints)
 Half-page color — **\$1,000**
 Full page color — **\$1,500**
 Speaking opportunities — **\$1,000** (5 min)

Main Stage LED Screen Ads
 Graphic — **\$500** (1 run / day)
 30-second video — **\$1,000** (1 run / day)
 Presenting Sponsor for Programs:
 Pho Eating Contest — **\$1,500**
 Children's Pageant — **\$1,500**
 Youth Night — **\$3,000+**
 Grand Concert — **\$3,000+**
 Pageant program full page ad — **\$1,000**
 Logo on Cultural exhibit(s) — **\$1,000+**



LEDGE FORM

COMPANY NAME: _____

CONTACT NAME: _____ TITLE: _____

PHONE: () _____ EMAIL: _____

SPONSORSHIP PACKAGE

- BRONZE (\$3,500)
- SILVER (\$6,000)
- GOLD (\$12,000)
- DIAMOND (\$20,000)
- PRESENTING (\$35,500)
- MEDIA TRADE valued at: \$ _____
- IN-KIND TRADE valued at: \$ _____
- CUSTOM PACKAGE: \$ _____
- DONATION ONLY: \$ _____

PLEASE DESCRIBE ANY REQUESTS FOR YOUR SPONSORSHIP: _____

PLEASE DESCRIBE YOUR SERVICES: _____

SIGNATURE

DATE



**UNION OF VIETNAMESE STUDENT ASSOCIATIONS
OF SOUTHERN CALIFORNIA**

“DEVELOPING THE NEXT GENERATION OF LEADERS”

CONTACT US

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