

# Asian Cultural Festival

## SPONSORSHIP GUIDE

**PROPOSED BY**  
LOHS Asian American Student Union

**EVENT DATE**  
20 April 2024





## MESSAGE FROM US

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We are excited to introduce our third Asian Cultural Festival in Lake Oswego! On April 20th, we will open the doors of Lake Oswego High School to the public, sharing our culture through performances, food, activities booths, local vendors, and cultural exhibits. The goal is to provide a positive, inclusive, and educational experience for all. The event will be catered to all ages and interests, and there is truly something for everyone to enjoy at the Asian Cultural Festival. We would love to have your support in this event and promote your business in the community!

Warmly,

Aanandi Sohal, Alexis Zou, Ansley Kang, Erya Qiao, Joni Delman, Kasen Shi, Lexi Lai, Malika Saha, Ophilia Lu, Ruben Bhowmik  
LOHS Asian American Student Union Leaders

## ABOUT THE ORGANIZATION

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We are Lake Oswego High School's Asian American Student Union! Our club was established in September 2020 with the goals of providing a supportive space for our Asian American students and sharing our culture with the local community. Since then, we have grown to be the largest club in the school and created lasting relationships with the Lake Oswego area. While it was undoubtedly difficult to start a club in the middle of a pandemic, we have successfully hosted multiple school and community activities, including our first Asian Cultural Festival last year! Our efforts have been recognized by the school district, local organizations, the Lake Oswego Review, Mayor Joe Buck, KPTV, and KGW. We hope to continue serving our community by providing more activities for everyone to enjoy!



# ASIAN CULTURAL FESTIVAL

**Date:** April 20th, 2024

**Time:** 2 pm - 8 pm

**Location:** Lake Oswego High School

## Event Features:

- A 90 minute show featuring lion dancers, martial arts, traditional Asian instruments, cultural dances, Asian fashion, and more
- Free food samples from local Asian restaurants
- Tables/booths managed by local Asian organizations, businesses, artists, and vendors
- Interactive stations like arts, games, crafts, and other educational activities

## METHODS OF PROMOTION

- Flyers put up in Lake Oswego schools and businesses in surrounding areas
- Instagram and Facebook, paid advertisements if the budget allows
- Presentation shown to elementary and middle school students
- District and school newsletters

## EXEPECTED COSTS

- Promotional materials such as banners, T-shirts, flyers, pamphlets, and social media advertisements
- Payment of performing groups
- Large-size portions of food from local Asian restaurants
- Space rental, custodial staff, media, stage management

## SPONSORSHIP TIERS

### BRONZE \$200

- Logo/name on program, banners, website, and all advertising materials

### SILVER \$300

- Logo on banners and posters
- Logo and brief message (up to 30 words) on website and program

### GOLD \$500

- Logo on banners and posters
- Logo, brief message (up to 50 words), and up to two photos on website and program
- Table at the event

### PLATINUM \$1000+

- Logo on banners and posters
- Logo, brief message (up to 100 words), and up to two photos on website and program
- Table at the event
- Two minute speech during the performances to convey a message about the business
- Individual banners at the event thanking each platinum sponsor

## OUR PROMISES

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- Consistent, clear communication with responses within 48 hours
- Positive promotion of your business or organization to the community
- Flexibility to cater to your business or organization's unique needs

## DEADLINES

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We will **accept sponsorships up to 7 days** before the event, but there are the cutoff dates for certain benefits:

- Promotional flyers will be ordered **March, 2024**
- The event banner designs will be finalized by **March 2024**
- The website will be updated weekly and digital flyers/posts will be updated every time they are posted/sent
- Tables at the event and ads in the performance program will be opportunities open until the final deadline: **April 10th, 2024**

## PAYMENT

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For payment, we request a check made out to Lake Oswego High School for the “Asian Cultural Festival.” This check must be received for you to be considered an official event sponsored; it can be mailed to or dropped off at **Lake Oswego High School**. We are also happy to visit your business to pick it up. Additionally, we can provide our Tax ID number upon request. Thank you for your support!

## CLOSING MESSAGE

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Thank you for considering to serve as a sponsor for the Asian Cultural Festival! We look forward to bringing a positive, inclusive, and educational event to our community with the support of generous local businesses like yours. Please reach out if you have any questions or comments, and we would be more than happy to answer them!

Sincerely,  
LOHS Asian American Student Union

**Email: [lohsaasu@gmail.com](mailto:lohsaasu@gmail.com)**

**Instagram: [@loh.aasu](https://www.instagram.com/loh.aasu)**

**Sponsorship Contact: Ruben Bhowmik**

**Cell: +1 (503) 387-1205**