



卡城中華文化中心
Calgary Chinese Cultural Centre

197 First Street S.W. Calgary, Alberta T2P 4M4

Phone: (403)262-5071 Fax: (403)232-6387

Email: info@culturalcentre.ca

Website: www.culturalcentre.ca

January 5, 2010

SPONSORSHIP INVITATION

February 14 is Valentine Day and the Valentine Day in 2010 is going to be very special as Chinese New Year falls on the same day. To celebrate Chinese New Year, the Calgary Chinese Cultural Centre is proud to present the “2010 Year of the Tiger Chinese New Year Carnival” and at the same time, to celebrate Valentine Day. This event attracts a rich array of more than 20,000 visitors each year and has been supported by hundreds of volunteers and performing groups.

Traditionally, the Carnival is a 3-day event but this time, we have extended the Carnival to a 4-day (February 12 – 15, 2010) event and to prolong the fun on February 15th – the Family Day. The Carnival features performances of traditional Dragon & Lion Dance, festival music and dance, martial art demonstration, vocal singing, folk art demonstration, festival food and an indoor bazaar of more than 50 booths selling all sorts of gifts and festival items. This year, we have designed numerous interesting, fun-filing and festival-themed games that we would invite your sponsorship for public enjoyment.

As we are a non-profit organization and this event is admission free, we are inviting organizations with a commitment to promote traditional cultures to join us as Sponsors. This event represents a unique opportunity to positively communicate your company’s name, image, product and services to the general public while building goodwill with Calgary audience.

Enclosed information provides the various options available for your consideration to join us as a Sponsor.

To inquire about becoming a Sponsor, please call us at (403)262-5071 or email us at info@culturalcentre.ca

We are looking forward to your support and your participation of this joyous and colorful annual event.

Sincerely yours,
Calgary Chinese Cultural Centre

Samantha Yang
Executive Administrator

**CALGARY CHINESE CULTURAL CENTRE
2010 YEAR OF THE TIGER
CHINESE NEW YEAR CARNIVAL
SPONSORSHIP INVITATION**

We are inviting organizations with a commitment to community well-being to join us as Sponsors.

Event : 2010 Year of the Tiger Chinese New Year Carnival
Date : February 12 – 15, 2010 (Friday through Monday)
Venue : Calgary Chinese Cultural Centre
197 First St., SW, Calgary, AB T2P 4M4
Anticipated Audience : Over 20,000 (4 days)

To inquire about becoming a Sponsor, please call us at (403)262-5071 or email us at info@culturalcentre.ca

PREMIUM SPONSORSHIP (sponsor fee: \$2,000)

- Recognition as a PREMIUM Sponsor
- Invitation to officiate the eye-dotting ceremony of the Grand Show of the Dragon & Lion Dance on February 14, 2010
- Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010
- On Site Booth Space for promotion up to \$800 value
- On Site Signage/Banner
- Business logo on all promotional poster and brochure of this event
- Prominent mention of sponsorship in all local media advertising
- Official Acknowledgement after the event

GOLD SPONSORSHIP (sponsor fee: \$1,500)

- Recognition as a GOLD Sponsor
- Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010
- On Site Booth Space for promotion up to \$600 value
- On Site Signage/Banner
- Business logo on all promotional poster and brochure of this event
- Prominent mention of sponsorship in all local media advertising
- Official Acknowledgement after the event

SILVER SPONSORSHIP (sponsor fee: \$1,000)

- **Recognition as a Silver Sponsor**
- **Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010**
- **On Site Booth Space for promotion up to \$400 value**
- **On Site Signage/Banner**
- **Business logo on all promotional poster and brochure of this event**
- **Prominent mention of sponsorship in all local media advertising**
- **Official Acknowledgement after the event**

BRONZE SPONSORSHIP (sponsor fee: \$300)

- **Recognition as a Bronze Sponsor**
- **Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010**
- **Business logo on all promotional poster and brochure of this event**
- **Prominent mention of sponsorship in all local media advertising**
- **Official Acknowledgement after the event**

GAME BOOTH SPONSORSHIP (sponsor fee: \$500.00 - \$550.00)

- **Recognition as a Sponsor for Specific Game Booth**
- **Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010**
- **On Site Signage/Banner**
- **Space at the Booth to distribute promotional materials when required**
- **Business logo on all promotional poster and brochure of this event**
- **Prominent mention of sponsorship in all local media advertising**
- **Official Acknowledgement after the event**

SPECIAL PROGRAM SPONSORSHIP (sponsor fee: \$2,000.00)

Grand Show of the Dragon & Massive Lion Dance

- **Recognition as a Special Program Sponsor**
- **Invitation to officiate the eye-dotting ceremony of the Grand Show of the Dragon & Lion Dance on February 14, 2010**
- **Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010**
- **On Site Signage/Banner**
- **Business logo on all promotional poster and brochure of this event**
- **Prominent mention of sponsorship in all local media advertising**
- **Official Acknowledgement after the event**

This outdoor grand show of the dragon and lion dance is the most popular and “must see” program for the audience performs at the entrance of the Centre on Sunday, February 14, 2010 at 12 noon. This spectacular show features the performance of a multiple of Dragons and Lions accompanying by the burning

of firecrackers. The legend is to scare away the evil spirits and bring good luck to the audience. Prior to the performance, government dignitaries and VIPs, including a representative of the sponsoring organization, are invited to dot the eyes of the lions to life.



SPECIAL PROGRAM SPONSORSHIP (sponsor fee: \$2,000.00)

God of Fortune

(Tang Dynasty Restaurant has committed to sponsor this program)

- Recognition as a Special Program Sponsor
- Invitation to join the VIP Reception after the Grand Show of the Dragon & Lion Dance on February 14, 2010
- On Site Signage/Banner
- Promotional inserts in the Red Packet “Lai-See”
- Business logo on all promotional poster and brochure of this event
- Prominent mention of sponsorship in all local media advertising
- Official Acknowledgement after the event

The God of Fortune - an elaborately, outrageously dressed Chinese character will make his presence at the end of each scheduled performance to distribute red packet “Lai-See” to the public during the 4-day Chinese New Year Carnival. The red packet “Lai-See” fills with candies and promotional inserts if so desired. Traditionally, people would love to receive a red packet “Lai-See” from the God of Fortune who is believed to bring the audience good luck for the whole year. During the 4 days, there will be an anticipation of 5,000 red packet “Lai-See” distributed.

