



THE VIETNAMESE NEW YEAR 2010 TET FESTIVAL * ORGANIZING COMMITTEE
HỘI TẾT CANH DẦN 2010 * ỦY BAN TỔ CHỨC & ĐIỀU HÀNH
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HỘI TẾT CANH DẦN
Vietnamese New Year Tet Festival
Year of The TIGER

Time: FEB 13 & 14, 2010
30 & Mồng 1 Tết Canh Dần
Place: Santa Clara County Fairgrounds
344 Tully Road San Jose, CA 95110



ANNUAL VIETNAMESE NEW YEAR "TET" FESTIVAL

DIAMOND SPONSOR

\$20,000 cash donation

PACKAGE INCLUDES:

1. Pre-festival Publicity:

- 1.1. **A full-page, Black and White (B & W)** ad running 4 times in the center section of TET FESTIVAL Newsletter (10,000 copies, weekly)
- 1.2. **One full-page, four-color, inside front cover** of the Special Edition TET FESTIVAL magazine
- 1.3. **Diamond Sponsor's Logo on TET FESTIVAL poster** (5,000 copies) and flyers (60,000 copies) distributed throughout the Bay area.

Please be reminded: All color separation & proof and camera-ready Velox of 1.1, 1.2, and 1.3 Are provided by Sponsor on or before January 1, 2010

- 1.4. **Diamond Sponsor's Logo** on Ads of Tet Festival on Vietnam Thoi Bao Daily Newspaper
- 1.5. **Diamond Sponsor's Logo** on Ads of Tet Festival on Viet San Jose TV broadcasting daily on channel 1.2 DTV
- 1.6. **Special mention of your Diamond Sponsorship** in announcements of TET FESTIVAL committee on Viet San Jose TV (DTV 1.2 from 6:30 to 7:00PM daily)
- 1.7. **Special mention of your Diamond Sponsorship** in announcement of TET FESTIVAL committee on local Vietnamese radio program of our choice (four times minimum).

2. Festival Publicity.

- 2.1. **Diamond Sponsorship Appreciation Plaque** to be presented during the Grand Opening Ceremony on Saturday,
- 2.2. **A 2-minute Diamond Sponsor's Appreciation Plaque acceptance speech** by your company representative during the Grand Opening Ceremony on Saturday
- 2.3. **Three 10' x 10' booths** in the festival fair for exhibition and promotion of your company's products, services or recreation games during the 3-day festival.
- 2.4. **Three 3' x 12' banners** will be displayed at the two sides of the TET Festival main entrance, main stage (below Diamond Sponsor). It should be noted that banners would be provided, displayed and removed by your companies at locations assigned by Hung Lai, planning coordinator.
- 2.5. **15 Invitations to VIP Tet Festival Reception** on Saturday
- 2.6. **2 Parking Passes** for loading in Tet Festival
- 2.7. **Verbal acknowledgment of your Diamond Sponsorship** at the TET Festival Reception on Saturday,

3. Post-Festival:

- 3.1. **8 invitations to Post-festival Appreciation Reception** by the TET Festival Committee.
- 3.2. **Special acknowledgment** of your company's Diamond Sponsorship at Post-Festival Reception.