



2012 Sponsorship Opportunities  
Chinatown Mid-Autumn Festival  
27<sup>th</sup> Anniversary Celebration



**17<sup>th</sup> Annual Chinatown Mid-Autumn Festival (MAF)**

Date: Saturday, September 29, 2012, All Day

Location: 10<sup>th</sup> & Arch Streets

Expected attendance: 5,000+

In its 17<sup>th</sup> year, the MAF attracts thousands to Philadelphia's Chinatown to celebrate old traditions and establish new ones to mark the Harvest Moon. Youth give a day of service, restaurants donate food, artists offer their talents, businesses and organizations chip in money – hundreds of people work together to make the festival our own. Highlights of this unique family-friendly cultural event include lion dances, martial art demonstrations, Chinese opera and the annual mooncake eating contest.

*Previous sponsors* have included HSBC Bank, Health Partners, Philadelphia Corporation for the Aging, and others, including Chinatown's robust business community.

**27<sup>th</sup> Anniversary Celebration**

Date: Friday, November 2, 2012

6:00 – 9:00 p.m. (standing buffet reception, dance)

Location: Center for Architecture, Philadelphia, PA

Expected attendance: 250

AAU's 27<sup>th</sup> Anniversary Celebration will bring together the greater Delaware Valley's diverse networks of professionals, community organizers, advocates, educators, socially responsible agents, and many others for networking and fun while raising vital funds for this significant actor for social justice and empowering communities. Event highlights include the Stand Up For Justice awards and live cultural performances.

*Previous sponsors* have included: PECO Energy, KidzPartners, Americhoice, and others.



**SPONSORSHIP PACKAGE – 17th Chinatown Mid-Autumn Festival**

	BENEFACTOR	PATRON	SPONSOR	SUPPORTER	ALLY	FRIEND
	\$10,000	\$2,500	\$1,000	\$500	\$250	\$100
Opportunity to give scripted remarks at event	X					
Logo on prominent event banner	X					
Logo on printed program book and website	X	X				
Single-line name listing in promotional poster	X	X				
Promotional table to showcase sponsor's products	X	X	X			
Single-line name listing in all pre-event materials*	X	X	X			
Acknowledgement on AAU website	X	X	X	X	X	X
Program book ad	Full page, back cover	Full page, Inside back cover	Full page	1/2 page	1/4 page	1/8 page

\* Pre-event materials include: bimonthly AAU email newsletters, web site: [www.aauunited.org](http://www.aauunited.org), mailed invitations, press releases, and signage at event.



**SPONSORSHIP PACKAGE - 27<sup>th</sup> Anniversary Celebration**

	VISIONARY	FOUNDER	SUSTAINER	PARTNER	ALLY	FRIEND
	\$10,000	\$5,000	\$2,000	\$1,000	\$500	\$250
Opportunity to give scripted remarks at event	X					
Receive recognition as a Visionary Sponsor at event	X					
Promotional table to showcase sponsor's products	X	X				
Logo on printed invitation	X	X	X			
Logo in event materials over 12' x 3'	X	X	X	X		
Acknowledgement on AAU website	X	X	X	X	X	X
Program book ad	Full page, Back cover, color	Full page, inside back cover	Full page	1/2 page	1/4 page	1/8 page
# of tickets	10	10	8	6	4	2
Single-line name listing in all pre-event materials	X	X	X	X	X	X

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