

2012 Sponsorship Packages At A Glance

	The DRAGON \$198,000	Grand Procession \$130,000	Phoenix "A" \$68,000	Phoenix* "B" \$50,000	Lion \$32,000	Mandarin \$28,000	Scholar \$8,000	KTVU Packages \$70,000 \$40,000
Presenting Sponsor status for Parade and Festival	Yes							
Category exclusivity	Yes							
Parade units included:								
Float & Parade Division	Yes							
Float with Procession	Yes	Yes						
Float*	Yes	Yes	Yes	Yes	Yes			
With Band + Lion Dance	Yes	Yes						
Community Float	Yes	Yes						
30-second commercials in Parade/encore broadcast (KTVU/KICU)	4/4/4	2/2/2						2/2/2 1/1/1
"Chinatown Celebration" vignettes	10	5						12 6
Billboard in Parade/encore broadcasts (KTVU/KICU)	1/1							1/1/1
Banner Logo ID during Live Coverage	2	2	1	1	1			
Shared Logo ID's Parade Promo Spots	30	10	10					
Promo Spots Festival/Fair Shared Logo ID	10	10	10			10	5	
KTVU.com	Yes	Yes	Yes					Yes Yes
Ad in Chinese New Year Program	Full	Full	Full	Full	Full	Full b/w		
Feature Story in official Program	Yes	Yes						
Booth at Flower Fair or Community Fair	4/Both	2/Both	2	2		4/2+Area	1	
On-site signage at Flower Fair or Community Fair	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Main stage acknowledgement at Flower or Community Fair	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Sponsorship of special Lion Dance performance	Yes	Yes						
Right to use event logo in advertising	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Sponsor logo ID on Fair poster	Yes	Yes	Yes	Yes	Yes	Yes		
Sponsor logo ID in 4-color brochures	Yes	Yes	Yes	Yes	Yes	Yes		
Sponsor logo ID in Fair Guide	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Tickets to parade and VIP reception	20	12	8	8	6	6	4	
Sponsor logo ID on YMCA 10K Run t-shirt, race applications, ads	Yes	Yes						
Booth at Chinese Chamber/YMCA RunFest	Yes	Yes						
Sponsor ID @ Festival website: www.chineseparade.com	Banner/Ad	Banner/Ad	Logo	Logo	Logo	Logo	Name	
'Hot Link' from Festival website to Sponsor website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Logo on Sina.com webstream to Asia/US	Yes	Yes						

*Larger float available with additional investment