



SPONSORSHIP APPLICATION

Please return completed sponsorship application, creative ad, and logo by **October 1, 2023** to a SHNY Marketing Chair or email to shny@sacramentohmongnewyear.com. For more questions, please contact us at (916) 476-5018.

Full Name _____

Title _____ Organization/Business Name _____

Street Address _____ City _____ State _____ Zip _____

Home Phone _____ Cell Phone _____

Email _____

I WOULD LIKE TO BE A SPONSOR:

Small Business & Person Level Patron (\$200) Iron (\$350) Bronze (\$500) Silver (\$1,000)

Corporation & Generous Level Gold (\$2,000 - 9,000) Platinum (\$10,000 - 20,000) Diamond (\$21,000 - 50,000)

Grand Sponsor (\$51,000 - 100,000+) Others _____

We accept checks and cash. Please make checks payable to: **Sacramento Hmong New Year, Inc.**

Signature _____

Print Name (Please write your name & title as you would like to be publicly listed/announced) _____

Thank You

*in helping persevere a traditional Hmong New Year
for the community in Sacramento, California!*

SHNY OFFICE USE ONLY

Date Paid: _____ Amount Paid: _____ Paid By: _____

Payment Method: Check Cash Others Approved Sponsorship Level: _____

Other Information: _____

Authorized SHNY Officer/ Board Memeber: _____



SPONSORSHIP LEVELS & BENEFITS

SMALL BUSINESSES & PERSONAL LEVEL

| | Patron | Iron | Bronze | Silver |
|---------------------------------------------------------------|--------------|--------------|--------------|----------------|
| VALUE OF SPONSORSHIP | \$200 | \$350 | \$500 | \$1,000 |
| Business Card - Full color ad in program booklet (3.5"x2") | ✓ | | | |
| Quarter Page - Full color ad in program booklet (4.75"x4.75") | | ✓ | | |
| Half Page - Full color ad in program booklet (7.5"x4.75") | | | ✓ | |
| Full Page - Full color ad in program booklet (7.5"x10") | | | | ✓✓* |

CORPORATIONS & GENEROUS LEVEL

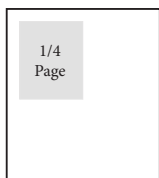
| | Gold | Platinum | Diamond | Grand Sponsor |
|---------------------------------------------------------|---------------------------|-----------------------------|-----------------------------|-------------------------------|
| VALUE OF SPONSORSHIP | \$2,000 to \$9,000 | \$10,000 to \$20,000 | \$21,000 to \$50,000 | \$51,000 to \$100,000+ |
| Full Page - Full color ad in program booklet (7.5"x10") | ✓ | ✓ | ✓✓* | ✓✓* |
| Ad/logo displayed on main stage screen | ✓ | ✓ | ✓ | ✓ |
| Printed banner of logo display at event | | ✓ | ✓✓* | ✓✓* |
| Ad/logo post on our social media | ✓ | ✓ | ✓ | ✓ |
| Ad/logo post on our website | ✓ | ✓ | ✓ | ✓ |
| Walk as a Sponsor at opening parade | ✓ | ✓ | ✓ | ✓ |
| Highlight Speaker | ✓ | ✓ | ✓ | ✓ |
| 1 Informational booth (10 ft x 10ft) | ✓ | ✓ | ✓ | ✓ |
| Ribbon cutter/holders | | | | ✓ |

*Note: Two check marks indicate double the value of sponsorship. For example, a Silver sponsorship level will be a value of 2 full page color ad in program book.

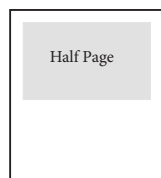
Advertising Specifications



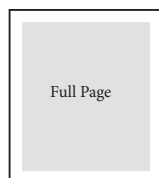
Business card:
3.5 in x 2 in



Quarter page:
4.75 in x 4.75 in



Half page:
7.5 in x 4.75 in



Full page:
7.5 in x 4.75 in

- Acceptable file formats: PDF, JPEG and TIFF
- For best results, ensure that all your images and files are high-resolution, 300 dpi, and CMYK
- No type size smaller than 11 pt
- Submission of social post & website ad creative size must be 1080 x 1080 pixels
- Submit your creative & logo to: shny@sacramentohtmongnewyear.com
- Creative submission deadline: October 1, 2023