

Chinese Consolidated Benevolent Association – San Diego

A California Nonprofit Public Benefit Corporation

428 Third Avenue | San Diego, CA 92101

美國聖地牙哥中華會館

Re: Partner with CCBA to Celebrate San Diego's Largest Lunar New Year Festival

Dear Community Partner:

Greetings from the Chinese Consolidated Benevolent Association of San Diego (CCBA)! We are delighted to invite your organization to join us as a valued partner in the **43rd Annual Lunar New Year Festival**, taking place **February 28 and March 1, 2026** in the Asian Pacific Historic Thematic District at Third Avenue and J Street. This year, we celebrate the **Year of the Fire Horse** with a vibrant community gathering.

As a 501(c)(3) nonprofit, CCBA is dedicated to charitable and benevolent activities, advancing social welfare, and preserving the rich culture and traditions of the Asian community. Our festival is not only a cultural cornerstone—it is the **oldest Lunar New Year celebration in San Diego County**.

Last year's festival drew **over 15,000 attendees** and featured more than 50 arts & crafts, food, and retail booths, along with spectacular lion and dragon dances, cultural performances, artistic displays, and family-friendly activities.

Partnering with CCBA offers meaningful benefits, including:

- Expanding brand visibility to a family-friendly and engaged audience
- Strengthening employee engagement through volunteer and team-building opportunities
- Enhancing recruitment efforts by showcasing your commitment to community and culture
- Demonstrating leadership in cultural goodwill and community investment
- Opportunity to market to an educated and community-minded consumer

Please review the sponsorship package, which outlines specific benefits tailored to maximize your involvement. Sponsorships can be customized to reflect your priorities while supporting CCBA's mission. The fair is **free to attend**, ensuring broad community participation and visibility for our sponsors.

Thank you for your time and thoughtful consideration. We look forward to welcoming your organization as a proud sponsor of the Year of the Fire Horse Fair.

Respectfully,

Lisa Lem

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2026 CCBA Fair Committee
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and

MyMy Lu

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2026 CCBA Fair Committee & Board Member
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