

We invite you and your organization to join in the celebration by sponsoring the

## 43<sup>RD</sup> ANNUAL SAN DIEGO CHINESE NEW YEAR FAIR

February 28 & March 1, 2026 | Downtown San Diego

新年快樂!

HAPPY NEW  
YEAR!

Year of the Horse



The San Diego Chinese New Year (SDCNY) Fair is an annual celebration of Lunar New Year for the greater San Diego region. Presented by one of the oldest Chinese organizations in the area, the Chinese Consolidated Benevolent Association (CCBA), this signature event welcomes locals as well as visitors to join in two-days of festivities.

### Highlights & Fun Facts:

- Free admission
- 15,000+ expected attendees
- 50+ commercial booths
- Asian food vendors
- Lion and dragon dancers
- Lantern parades
- Martial arts
- Traditional music & dance
- Arts & crafts
- Children's activity area
- Special guests & emcees
- 43 years of history

CCBA is a 501(c)(3) nonprofit organization whose purpose is to provide benevolent, cultural, and educational programs to preserve Chinese identity and empower the community across generations.

For sponsorship and advertising opportunities, email [sdcny@ccbasd.org](mailto:sdcny@ccbasd.org)

\*Deadlines apply for logo placements in our marketing materials. Please confirm sponsorships by Jan 31 2026 to meet deadlines for all print materials.

## SPONSORSHIP PACKAGES

### Official Entry Gate Sponsor

\$10,108 一定一定發

- Exclusive branding at the entry point of the fair
- Prominent logo placement in highly visible area
- Dedicated mentions on our website, social channels & official SDCNY Fair shirt
- Three (3) opportunities to speak on stage and introduce performances

### Wishing Tree Sponsor

\$6,688 祿祿發發

- Custom wish ribbons with company branding
- Prominently displayed logo on the wishing tree
- On-stage speaking opportunity
- Recognition on website, social channels & official SDCNY Fair shirt

### Children's Booth Sponsor

\$3,838 生發生發

- Branded canopy, banners, craft paper & art supplies
- Recognition on stage, website, social channels, & official SDCNY Fair shirt

### Art Mural Sponsor

\$3,838 生發生發

- Prominent logo on large-scale community art project
- Recognition on stage, website, social channels, & official SDCNY Fair shirt

### Lantern Parade Sponsor

\$3,838 生發生發

- Branded banner to accompany children during parade route and on stage
- Recognition on website, social channels, & official SDCNY Fair shirt

### Red Envelope Sponsor

\$1,628 一路易發

- Custom branding on 5,000 red envelopes for attendees
- Mentions on stage, website, social channels, & official SDCNY Fair shirt

### Scavenger Hunt Sponsor

\$1,628 一路易發

- Logo and colors on all 1,000 stamp cards
- Mentions on stage, website, social channels, & official SDCNY Fair shirt

### Coloring Book Sponsor

\$888 發發發

- 500 copies distributed to SD schools and at the fair
- Half-page advertisement in the coloring book
- Mentions on stage, website, social channels, & official SDCNY Fair shirt