



# Sponsorship Opportunities

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Come join us!



# Packages to fit your budget & engagement level!

The 43rd Annual San Diego Chinese New Year (SDCNY) Fair is a wonderful opportunity for sponsors to engage with more than 15,000 attendees over a two-day event.

Check out the following packages or let us create a custom-tailored sponsorship to fit your budget.

## Benefits include:

- Logo placement on specific festival interactions
- Logo on SDCNY website with link to your company website
- Live onstage announcements
- Opportunity to showcase your product
- Brand hashtag & tagging for social media







## Gate Mockup



**High traffic, high visibility item!**

## Official Entrance Gate Sponsor

[\$10,108] 一定一定發

As the most photographed and highest-traffic touchpoint, the entrance gate is the first thing attendees see. Sponsoring this landmark guarantees maximum brand visibility and a strong, positive first impression on our diverse audience.

### Benefits:

- 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





**High engagement item!**

## **Wishing Tree Sponsor** [\$6,688] 祿祿發發

The Chinese Wishing Tree is a tradition where people write their hopes and dreams on ribbons and tie them to a tree's branches. The ritual is a powerful, interactive way for participants to express a wish for health, good fortune, or happiness.

### **Benefits:**

- Customized ribbons with your company branding for participants to write their wishes on.
- Prominently displayed signage on the wishing tree
- Opportunity for your brand to be featured in countless social media posts as attendees photograph their personalized wishes
- On-stage speaking opportunity
- Recognition on website, social channels & official SDCNY Fair shirt



**Your logo on  
wish ribbons**







**High traffic, family favorite!**

## **Children's Booth Sponsor** [\$3,838] 生發生發

The Children's Booth is a high-traffic, interactive booth that positions the sponsor's brand at the center of positive family engagement and community building. It is designed to be a magnet for families with young children (ages 3–12), offering sponsors unparalleled visibility and authentic consumer interaction.

### **Benefits:**

- Branded canopy and banners
- Branded craft paper / art supplies
- Visibility with hundreds of families and children
- Recognition on stage, website, social channels & official SDCNY Fair shirt







High engagement item!

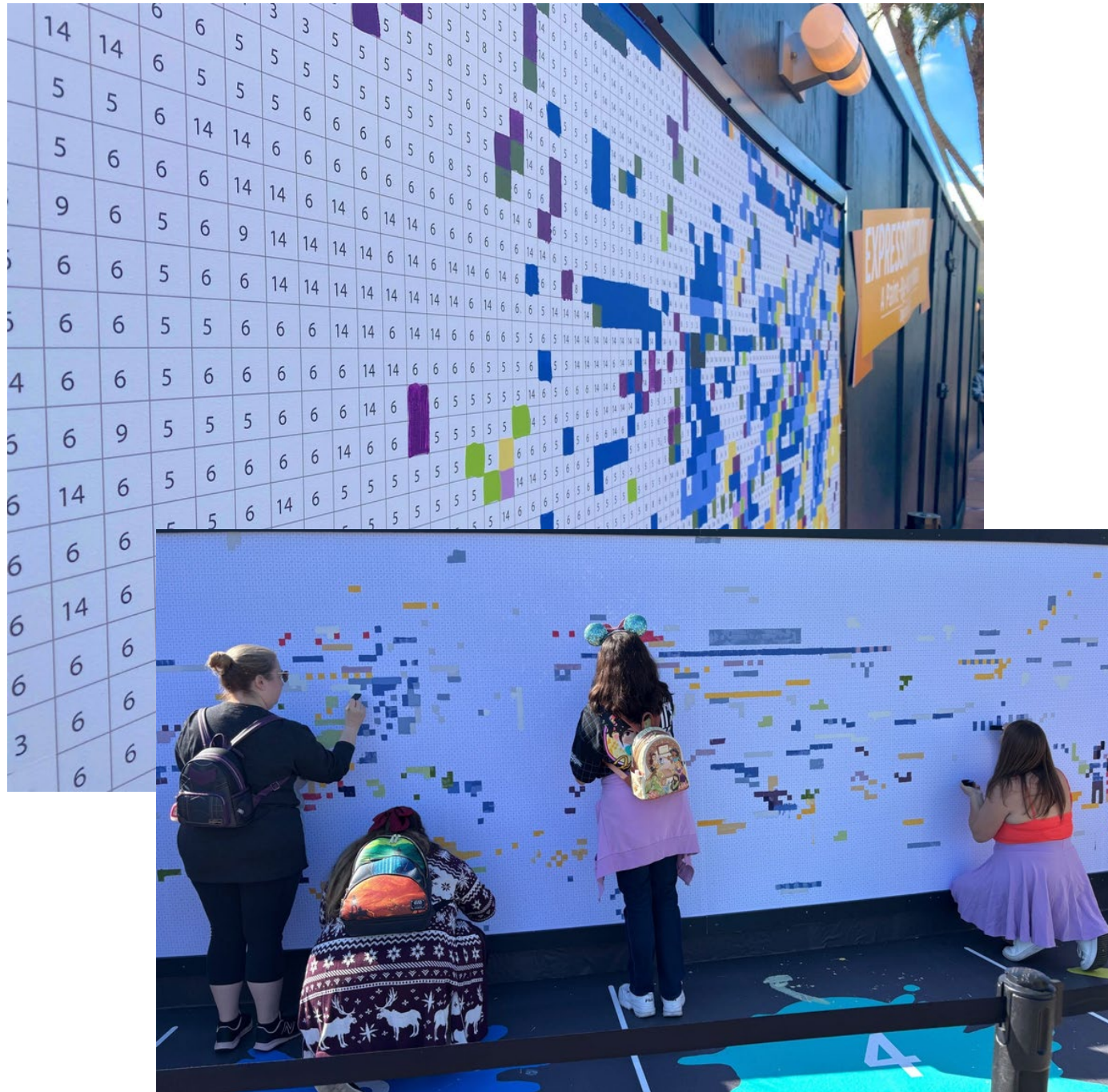
## Community Mural Sponsor

[\$3,838] 生發生發

Your logo will be featured prominently in a large-scale art mural project that will bring together attendees of all ages to collective complete. It's designed to be a collaborative effort, transforming a complex piece of art into a manageable, fun activity for the entire community. This year's artwork will illustrate the "Year of the Horse"

### Benefits:

- High-traffic opportunity with 1,000+ participants
- Recognition on stage, website, social channels & official SDCNY Fair shirt
- Photo opportunities & social media (free PR)







Youth & family friendly!

## Lantern Parade Sponsor

[\$3,838] 生發 生發



Young children make their own paper lanterns and parade together on stage. The activity showcases imagination and creativity of the children and is a fair-favorite as parents and attendees cheer on the children. The lantern parade happens on both days of the fair. This sponsorship gets full visibility with plenty of photographs.

### Benefits:

- High-traffic opportunity with 1,000+ participants
- Branded banner to accompany children on parade route and on stage
- Recognition on website, social channels & official SDCNY Fair shirt
- Photo opportunities & social media (free PR)





**High engagement item!**

## **Red Envelope Sponsor** [\$1,628] 一路易發

The red envelope is one of the most significant and cherished traditions of the Lunar New Year. Its importance transcends the monetary value inside; it is a profound gesture of goodwill, blessing, and cultural continuity. Attendees enthusiastically give and receive red envelopes at the fair and beyond.

### **Benefits:**

- Custom branding (your logo) on 5,000 red envelopes
- Passed out to all attendees for them to gift their friends and family and feed the lucky lions at the fair
- Note: Your company can supply the red envelopes
- Mentions on stage, website, social channels & official SDCNY Fair shirt



YOUR  
CUSTOM  
TEXT

LOGO  
HERE





Sample stamp card  
Final card will be previewed by sponsor

High engagement item!

## Scavenger Hunt Sponsor

[\$1,628] 一路易發

A stamp card featuring your branding is used during our Fair to encourage participants to visit multiple booths and complete specific activities. It serves as a physical tracker for attendees to record their progress and provides an opportunity for prizes.

### Benefits:

- Your company's logo and colors on all stamp cards
- Opportunity to add your booth as a stamp card stop (if you have a booth)
- Custom hashtag and tagging on social media as a required stamp
- Mentions on stage, website, social channels & official SDCNY Fair shirt





Take home souvenir!

## Coloring Book Sponsor [\$888 or in-kind] 發發發

This coloring book features educational illustrations about Lunar New Year and how it is celebrated. Designed to promote learning and engagement in families and children attending the Chinese New Year Fair, this item stays with visitors long after the event.

### Benefits:

- 500 copies distributed throughout the community at schools across San Diego and during the Chinese New Year Fair
- Half-page advertisement in the coloring book
- Mentions on stage, website, social channels & official SDCNY Fair shirt



Last year's  
cover

Your company  
ad here





**Volunteers will love you!**

## **Snack Sponsor** [\$888 or in-kind]發發發

We are seeking your support to fuel the dedicated 100+ volunteers who make the annual San Diego Chinese New Year Fair a success! By donating snacks, your company can directly contribute to the energy and success of this cherished cultural celebration.

### **Benefits:**

- Brand awareness to 100+ high school and college students and professionals
- Your company will be prominently recognized on volunteer tables and appreciation materials for supporting this vital community effort
- Mentions on stage, website, social channels & official SDCNY Fair shirt



# Let's chat!

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Apply on the [Sponsors Page](#)

**We look forward to collaborating with you  
for an auspicious Year of the Horse New  
Year Fair!**

聖地牙哥  
中華會館  
Chinese Consolidated Benevolent Association  
— San Diego —

Year of the Horse

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新年快樂

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

**FEB 28 – MAR 1, 2026**

**SATURDAY FROM 10AM TO 5PM  
SUNDAY FROM 10AM TO 5PM**

**FREE EVENT LOCATED IN DOWNTOWN SAN DIEGO ON THIRD AVENUE & J STREET!**