



EVENT SUMMARY

About 2012 Tet Festival

2011 *Seattle Mayor's Arts Award* recipient Tet Festival is a free celebration event held annually at the Seattle Center by Tet in Seattle group and is a part of the Seattle Center's Festival world cultural events programs. For the past 16 years, Tet Festival has celebrated the cultural roots of Vietnamese and Vietnamese-Americans by presenting and promoting arts, music, performances and foods that are unique to Vietnam. Our event features many well-known professional performers as well as many talented local artists. In addition, our festival attendees will also have a chance to explore and immerse in Vietnam's culture through many workshops, visual art exhibits and hand-on children's activities.

Please join us again this year at Seattle Center on Jan 21 - 22, 2012 as we proudly showcase Vietnam's rich history and colorful heritage with a special theme "Le Hoi Viet Nam".

When & Where

Date: Saturday, January 21, 2012, 11:00am – 7:30pm

Sunday, January 22, 2012, 11:00am – 5:30pm

Venue: Seattle Center ground

Programs: Lion dance, cultural performances, children performances, education programs, arts & crafts booths, food booths, game booth, kid activities, live bands, workshops, exhibit and many more

Admission: FREE

Value of Event Participation

- ❖ Comprehensive coverage with all major local Vietnamese media groups (print, radio & TV)
- ❖ Company name and logo recognition on all event promotional materials (banner, poster, fliers)
- ❖ Company name and logo recognition on all digital social media (Facebook, Social Media and community websites)
- ❖ Booth display of products and souvenirs
- ❖ Interaction on personal level with more than 15,000 Festival attendees during the two days event
- ❖ Connect to a diverse market and develop continued brand awareness of your services and products

Contact Information

Festival Information	Khanh Vu	(206) 851 - 8691	programs@tetinseattle.org
Sponsorship Opportunity	Bick Nguyen	(206) 240 - 1443	sponsors@tetinseattle.org
	Thao Nguyen	(206) 683 - 2548	
	Jimmy Nguyen	(360) 440 - 0934	



2012 SPONSORSHIP PACKAGE

Sponsorship Benefits	Presenting Sponsor \$12,000	Event Sponsor \$8,000	Premier Sponsor \$5,000	Corporate Sponsor \$3,000	Business Sponsor \$1,500
<i>Exclusive Sponsorship</i>	Yes	No	No	No	No
<i>Dedicated Sponsor Banner</i>	Two (2) total At each stage	Two (2) total One near each stage	One (1) total near primary stage	No	No
<i>Commercial Booth (10' x 10')</i>	Two (2) Booths Premium Location	Two (2) Booths Premium Location	One (1) Booth Premium Location	One (1) Booth	One (1) Booth
<i>Event Banner</i>	Logo placement	Logo placement	Logo placement	Logo Placement	Logo Placement
<i>Poster / Flyer</i>	Logo placement	Logo placement	Logo placement	Logo Placement	Logo Placement
<i>Dedicated Ad in Print Media</i>	3 Full Page Ads	2 Full Page Ad	1 Full Page Ad	½ Page Ad	N/A
<i>Ad in Festival Program</i>	1 Full Page Ads	1 Full Page Ad	½ Page Ad	¼ Page Ad	N/A
<i>On-Stage recognition</i>	Both day	Both day	Theme Program	In one program	N/A
<i>Website</i>	Logo placement with URL Link	Logo placement with URL Link	Logo placement with URL Link	Logo placement with URL Link	Logo placement with URL Link
<i>Social Media Posting</i>	Recognition in press release	Recognition in press release	Recognition in press release	N/A	N/A
<i>Opening Ceremony (Ribbon Cutting)</i>	Guest of Honor	Guest of Honor	Guest of Honor	N/A	N/A
<i>Participation in Festival Raffle</i>	Yes	Yes	Yes	N/A	N/A
<i>Logo on Event t-shirt</i>	Yes	Yes	Yes	Yes	No
<i>Other Recognition</i>	Honorary Plaque	Honorary Plaque	Honorary Plaque	Honorary Frame Certificate	Honorary Frame Certificate



SPONSORSHIP CONFIRMATION

Name of Business / Organization: _____

Address: _____

Contact Person and Title: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Sponsorship Package

- | | |
|---|-----------------|
| <input type="checkbox"/> Festival Title Sponsor | \$15,000 |
| <input type="checkbox"/> Premier Sponsor | \$10,000 |
| <input type="checkbox"/> Event Sponsor | \$5,000 |
| <input type="checkbox"/> Corporate Sponsor | \$3,000 |
| <input type="checkbox"/> Commercial Sponsor | \$1,500 |

Payment Format

- BY CHECK (Please make check payable to Tet In Seattle)
- CASH

The 2012 Tet Festival is scheduled for Jan 21 & 22, 2012, notwithstanding any unforeseen weather conditions or emergencies beyond the control of the event producer, Tet in Seattle. Tet in Seattle reserves the right to use and publish the name and logo supplied by the sponsor for the advertising and publicity program for the 2012 Tet Festival event including posters, event programs, print, radio, television advertisements, website etc. Sponsors agrees to indemnify and hold harmless Tet in Seattle, City of Seattle, all event sponsors, marketing partners, supporting organizations, booth participants and volunteers, against all claims losses, suit damages, judgments, expenses, costs, and charges of any kind, including without limitation, attorney's fees, arising from any of Sponsor or its agents

Sponsor Representative Signature: _____ Date: _____

Tet in Seattle Representative Signature: _____ Date: _____