



AsiaFest | May 16 & 17, 2015

Asia Society Texas Center has created **AsiaFest**, an annual community festival that celebrates Asian Pacific Heritage Month. **AsiaFest** will be a family friendly event that engages our city's Asian-American community as well as our neighbors throughout Greater Houston. The festival takes place on **Saturday, May 16 and Sunday, May 17, from 10 am – 5pm** each day. **AsiaFest** establishes Asia Society as the destination to celebrate diverse Asian cultures every May in Houston.

ASIAFEST COMPONENTS (detailed information on Page 2):

- Asian and Fusion Cuisine
- Asian Movement/Fitness Demonstrations
- Community Performances
- Creative Activity Zone
- Visual Art Exhibitions
- Vendors Selling Local Goods

MORE DETAILS:

- The event will be held indoors and outdoors at Asia Society Texas Center (**1370 Southmore Blvd.**) in Houston's Museum District
- Event is **free** and **open to the public**
- Asia Society anticipates 1,000+ guests will visit the festival each day
- All participating partners, restaurants, and vendors will have visibility on Asia Society's website, in print materials, and on social media
- All food must be prepared beforehand or on-site with vendors' own equipment
- Vendors **selling food** or **other goods** will be charged a **vendor fee of \$150 for one day** or **\$250 for the entire weekend** (includes 2 tables and 4 chairs, tenting not included) and must secure their own permitting with the City of Houston
- Community partners exhibiting artwork, performing dance or music, conducting a free demonstration, or leading an interactive art activity will not be charged a participation fee **but must complete a proposal form**

Asia Society is enthusiastic about your partnership. If you would like to participate in AsiaFest, please contact **Paul Pass**, Community Outreach and Family Programs Manager, at 713.496.9915 or PPass@AsiaSociety.org. For more information on Asia Society Texas Center, please visit AsiaSociety.org/Texas.

ABOUT ASIA SOCIETY TEXAS CENTER

With 11 locations throughout the world, **Asia Society** is the leading educational organization promoting mutual understanding and strengthening partnerships among the peoples, leaders, and institutions of Asia and the United States. Asia Society Texas Center executes the global mission with a local focus, enriching and engaging the vast diversity of Houston through innovative, relevant programs in arts and culture, business and policy, education, and community outreach.



ASIAFEST COMPONENTS

Asia Society seeks partners to assist with the various components of **AsiaFest**. Detailed information on each area of focus is below, and all potential partners will be asked to complete a participation or application form.

Asian and Fusion Cuisine

To accommodate the anticipated attendance at **AsiaFest**, food vendors will be sought to provide culinary services. Ideally, 6 savory and 6 sweet vendors will participate *each day* to provide purchasable food from festival attendees. Vendors can range from food trucks to caterers to local restaurants, and can choose to be present for one or both days. Potential vendors must provide a valid certificate of insurance and secure their own permitting from the City of Houston.

Asian Movement/Fitness Demonstrations

Throughout **AsiaFest**, guests should have the opportunity to engage with different types of demonstrations such as Qigong, Tai Chi, yoga, and other forms. No less than 3 or 4 demonstrations will be sought for each festival day. Proper certification or insurance information will be requested.

Community Performances

An integral part of **AsiaFest** will be to spotlight local performance ensembles, especially those that may not often have the ability or opportunity to perform in front of festival crowds. Asia Society intends to present 3 or 4 performances each festival day, which can include music, dance, theater, or film.

Creative Activity Zone

A key component of Asia Society's family offerings is engaging activities for our guests. Each festival day, upwards of 15 activity leaders are sought to provide leadership on simple, take-home art activities such as Indonesian puppet-making, Chinese scroll-making, interactive storytelling, and more.

Visual Art Exhibitions

Similar to community performances, Asia Society intends to showcase the work of local visual artists through one- or two-day displays inside the building. Such work might include paint, photography, or other visual artforms.

Vendors Selling Local Goods

In addition to food vendors, Asia Society invites individuals and small local businesses to sell diverse and various items such as textiles, artisan crafts, clothing, and more.

TIMELINE

The timeline by which Asia Society will produce **AsiaFest** is as follows:

- **January 2015:** Partner recommendations sent to and reviewed by Asia Society staff
- **February 2015:** Review of potential partners by Asia Society staff
- **March 2, 2015:** Final decisions made regarding potential partners
- **Late-March – early-May, 2015:** Communication with identified partners about roles, expectations, needs, and other information

AsiaFest Vendor Form

Completed applications may be sent by traditional mail, email, or fax to:
Paul Pass • Asia Society Texas Center • 1370 Southmore Boulevard • Houston, Texas 77004
Email: PPass@AsiaSociety.org
Fax: 713.496.9989



Texas Center

CONTACT INFORMATION

Business/Group Name _____

Business/Group Contact Name _____

Mailing address _____

City, State, Zip _____ Email _____

Daytime phone _____ Evening phone _____

Brief description of items and/or food to be sold during event _____

I, the representative of the above mentioned business/group, agree to pay \$150 (one hundred fifty) for one day or \$250 (two hundred fifty) for two days to participate at the 2015 AsiaFest. I understand that either I or one of my associates will also have to secure appropriate vendor permitting with the City of Houston. Asia Society Texas Center will provide 2 tables and 4 chairs per vendor.

Vendor understands that should application be approved by Asia Society, the payment amount indicated below will be charged on or by May 1, 2015. Should application not be approved, any advanced payments submitted with application will be refunded on or by May 1, 2015.

Signature _____ Date _____

Privacy Statement: All personal data collected through this application will be utilized for AsiaFest purposes only.

PAYMENT

\$150 for one day, \$250 for both days of AsiaFest (Saturday, May 16 – Sunday, May 17, 2015)

CASH CHECK CREDIT/DEBIT CARD

Checks should be made payable to ASIA SOCIETY TEXAS CENTER, if choosing credit/debit card, you may fill out information below or call 713.496.9915 to process payment.

Full name (as it appears on card) _____

American Express Discover Master Card VISA Other _____

Credit Card Number _____ Amount _____

Expiration Date ____/____/____ CVV _____

Billing Address _____ Apt _____

City _____ State ____ Zip _____ Telephone Number _____

Email _____

Signature _____ Date _____