

Asia
Society



Texas
Center

FREE

Asia
Society
Texas
Center

**NIGHT
MARKET**

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thị trường
அங்காடி
merkado

Friday, October 13, 2017 | 6-9 PM
#AsiaSocietyTX | #NightMarketTX

Sponsorship Proposal

Asia

Society



Texas
Center

1370 Southmore Boulevard | Houston, TX 77004 | 713.496.9901 | AsiaSociety.org/Texas

About Asia Society Texas Center

Global Mission with a Local Purpose

With 12 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.

Night Market

Since Asia Society's first *Night Market* in 2013, the event has grown in both scope and size. Drawing inspiration from the street markets commonly found in east and southeast Asia, Asia Society's annual mini-bazaar celebrates the vibrancy of Houston's arts and food scenes, while also engaging people through thought-provoking exhibitions and family activities.

Breaking an attendance record, approximately 3,400 guests visited *Night Market* at Asia Society in 2016. Visitors of all ages participated in the activity zone where they created folding fans, origami crowns, and paper lotuses, to name a few of the offerings. Food, unique gifts, and crafts were available for purchase from over 40 vendors and food trucks on-site. Cultural partners like Ikebana International and The Museum of Fine Arts, Houston were on hand to engage visitors in demonstrations and creative projects. As always, a highlight of the evening was Asia Society's exhibitions on view and free to the public.

In addition to the food, educational and cultural activities, this year's *Night Market 2017* will provide attendees with free admission to two exhibitions on view – *Wondrous Worlds* and *Zheng Chongbin*. Attendees are encouraged to explore the art galleries with docents on hand to offer a deeper knowledge of the exhibition. *Wondrous Worlds: Art and Islam through Time & Place* reflects on the diversity and meaning of art and Islam over the centuries and across the globe. *Zheng Chongbin* merges his modern approach with Chinese classical ink painting. These exhibitions will greatly increase our guests' understanding of historical and current matters significant to Asia.

Combined with these compelling exhibitions and educational activities, *Night Market* draws a diverse crowd of families and neighbors of all ages, fulfilling Asia Society's mission to educate and enrich our Houston community.



Request for Sponsorship

\$25,000 Founder Level

Recognition:

- Recognized as ***Title Sponsor of Night Market*** on-site, online, and in print
 - Press releases and outreach
 - Paid and in-kind online and print advertising
 - Logo on print program distributed at event
 - Logo on *Night Market* website
 - Social media (Facebook, Instagram, Twitter)
 - 2 dedicated *Night Market* E-blasts, and newsletter announcements
 - Marketing collateral including event flyers and print calendars (subject to August 1 print deadline)
- PowerPoint in Brown Foundation Performing Arts Theater for one month preceding *Night Market*
- Signage with logo (large banner on front of building, event signs) at least one month prior to *Night Market* (subject to August 31 print deadline)
- On-site promotional tent or table at *Night Market*, upon request

Membership:

- Complimentary membership for up to 50 employees for one year (valued at \$2,750)/Complimentary lifetime family membership

Extra:

- Invitation to Private Receptions with Artists and Distinguished Guests
- Building usage fee waived for private reception at Asia Society Texas Center (depending on usage average value ranges from \$4,500- \$12,500)
- Individualized Exhibition Tour upon request
- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$10,000 Benefactor Level

Recognition:

- Recognized as ***Presenting Sponsor of Night Market*** (*subject to availability*) online and in print
 - Logo on print program distributed at event
 - Logo on *Night Market* website
 - Social media (Facebook, Instagram, Twitter)
 - 2 dedicated *Night Market* E-blasts, and newsletter announcements
 - Marketing collateral including event flyers and print calendars (subject to August 1 print deadline)
- Signage with logo at least one month prior to *Night Market* (subject to August 31 print deadline)

Membership:

- Complimentary membership for up to 30 employees for one year (valued at: \$1,650)/Complimentary lifetime family membership

Extra:

- Individualized Exhibition Tour upon request
- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions



\$5,000 Ambassador Level

Recognition:

- Recognized as ***Sponsor of Free Exhibition Day at Night Market*** (*subject to availability*) - includes logo and name recognition in social media, printed program, signage and website

Membership:

- Complimentary membership for up to 20 employees for one year (valued at: \$1,100)/ Complimentary family membership, for one year

Extra:

- Individualized Exhibition Tour upon request
- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$2,500 Chairman Level

Recognition:

- Recognized as one of the following: ***Activity Zone sponsor, Food Truck Alley sponsor or Beverage sponsor*** (*all subject to availability*) - includes logo and name recognition in printed program, signage and website

Membership:

- Complimentary membership for up to 10 local employees for one year (valued at: \$550)/Complimentary family membership, for one year

Extra:

- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$1,000 President Level

Recognition:

- Recognized as ***Sponsor of Night Market*** - includes name recognition in printed program, website, signage

Membership:

- Complimentary membership for up to 4 local employees for one year (valued at: \$220)/Complimentary family membership, for one year

Extra:

- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

* Please provide logo (hi-resolution, 300 dpi, preferably vector file) via email to ragu@asiasociety.org by September 28, 2017 to be included in print materials.

Asia

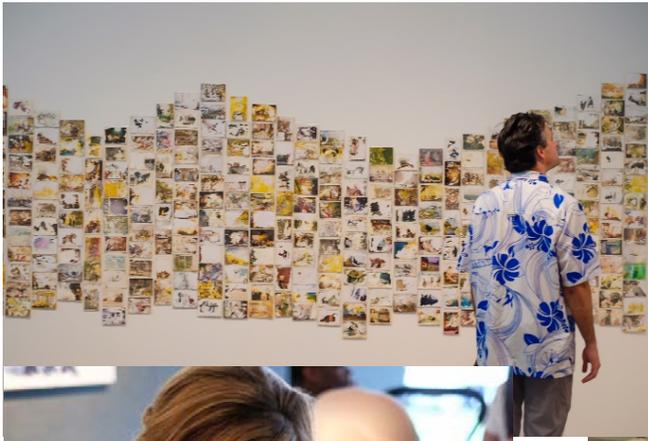
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Past Night Market Photos



(photos by Jeff Fantich)

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Past Night Market Press Digital and Print Coverage in Houston-area Media

"This family-friendly Night Market will include activities, exhibitions, food trucks, local vendors and more."

THE BUZZ MAGAZINES

"A Taste of Southeast Asia at Upcoming Night Market"



"Your weekly guide to Houston: Five don't-miss events"



"Night Market to highlight Asian artisan's work"



"Night Market over at the Asia Society is always a sure-fire way to slide in some massive fun on a Friday evening."



"Night Market has become the other cornerstone of the Center's outreach to the arts and cultural scene"

Indo American News

Event listings on:





Night Market 2017 Sponsorship Form

Contact Information:

Name: _____

Company: _____
Please fill in should you prefer your business address to be used for future communications.

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____
 Business Home Business Home Cell

Listing Name: _____
List as you would like it to appear in printed materials, i.e. Mary and John Smith, Mr. and Mrs. John Smith

Contribution level:

- | | |
|--|---|
| <input type="checkbox"/> FOUNDER \$25,000 | <input type="checkbox"/> CHAIRMAN \$2,500 |
| <input type="checkbox"/> BENEFACTOR 10,000 | <input type="checkbox"/> PRESIDENT \$1,000 |
| <input type="checkbox"/> AMBASSADOR \$5,000 | <input type="checkbox"/> \$ _____ |

My gift is in honor of:

Please confirm sponsorship and provide high-res logo by September 28, 2017 to be included in print materials.

Payment Information:

- Enclosed is a check made payable to Asia Society Texas Center
- Payment in full will be wired to: Texas Capital Bank, N.A. | ABA #:111017979
For further credit to: Asia Society Texas Center | Account #: 3111024604
- Stocks will be transferred to:

If this is a "free delivery" to gift stock from a personal account (not with Fidelity), please use the following instructions:
Account name: Asia Society Texas Center Account number: 636-004073 DTC: 0226

If this donation is through stock certificate, please write the account number (636-004073) of the certificate and mail to:
Fidelity Investments
100 Crosby Pkwy
Covington, KY 41015

- Please bill the amount above in full to Visa MasterCard American Express Discover Card

Card Number: _____ Exp Date: _____

Name on Card: _____

Billing address: _____

Signature: _____ Date: _____

For More Information:

Regina Agu, Grants and Development Associate

ragu@asiasociety.org

713-496-9907