

Asia

Society



Texas
Center

Asia Society Texas Center *Night Market* October 21, 2016 6:00 – 9:00 p.m.

Sponsorship Proposal



About Asia Society Texas Center

Global Mission with a Local Purpose

Founded in 1979, Asia Society Texas Center engages the diversity of Houston through a broad range of enriching programs and events within the pillars of arts and culture, business and policy, exhibitions, and education and outreach. As one of the nation's most ethnically diverse cities, Houston is home to a rapidly growing Asian-American population. Through a multi-disciplinary approach, Asia Society educates the greater community on relevant ideas and issues of our time, preparing future generations for stronger understanding and interaction between east and west.

Night Market

Influenced by the vibrant street markets found throughout Asia, *Night Market* engages Houston's diversity in a free, family-friendly celebration of Asian culture, art and food. For this event, the Center is transformed into a vibrant marketplace rich with local Asian foods, handcrafted goods, and traditional and contemporary arts. There will be live performances, artisanal craft demonstrations, and hands-on activities enriching the cultural experience.

The last *Night Market*, held in September 2015, attracted a diverse crowd of almost 2,000 visitors. Food trucks and vendors dotted the lawn and street in front of the Center selling everything from Texas-raised Kobe beef to made-to-order Chinese sausage and egg crepes. *The Community Cloth*, a microenterprise initiative that fosters marketing opportunities for refugee female artisans in Houston, served as one of the 25 vendors. *Night Market's* guests were also treated to an animal visit by Houston Zoo, ikebana demonstrations by Ikebana International, and Khmer and Korean lessons by Masterword Services. The highlight of the night was the opening of Asia Society's exhibition *Drawn from Nature*, featuring contemporary works by four artists from Japan, Korea, Tibet, and Cambodia.

In addition to the food trucks, educational and cultural activities, this year's *Night Market* will provide attendees with free admission to the two exhibitions on-view - *3DPRK* and *In the Wake*. Guests are encouraged to explore the art galleries with docent's on-hand to offer a deeper knowledge of the exhibition. *3DPRK* aims to humanize North Korea by mixing 3D technology with portraiture of its locals. While *In the Wake* explores the photographic response to the Great East Japan Earthquake of 2011 that struck Northeast Japan, destroying virtually everything in its path and irrevocably damaging the Fukushima nuclear power plant. These exhibitions greatly increase our guests understanding of historical and current matters significant to Asia.

Combined with these thought provoking exhibitions and fun and educational activities, *Night Market 2016* will help Asia Society fulfill its mission to educate and enrich the diversity of the Houston community.



Request for Sponsorship

Night Market is one of Asia Society's most visible events. More than just a charitable contribution, the benefits of sponsoring *Night Market* are many:

- **Exposure and Visibility:** on-site, online, and in-print brand recognition
- **Reach:** Houston's richly diverse ethnic communities
- **Rewards:** membership privileges

\$25,000 Founder Level - SECURED

Recognition: • Recognized as *Title Sponsor of Night Market*

- Includes logo/name recognition in social media, e-newsletter, printed program, signage and website*
- Name recognition on press release and annual donor wall
- 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)

- Includes logo/name recognition in social media, e-newsletter, printed program, signage and website*
- Name recognition on annual donor wall

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/name recognition in social media, printed program, signage and website*
- Name recognition on annual donor wall

Membership: • Complimentary membership for up to 20 employees (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 Chairmen Level

- Recognition:** ● Recognized as one of the following: ~~Activity Zone sponsor~~, **Food Truck Alley sponsor or Beverage sponsor** (all subject to availability)
- Includes logo/name recognition in printed program, signage and website*
 - Name recognition on annual donor wall
- Membership:** ● Complimentary membership for up to 10 local employees (valued at: \$550)/Complimentary family membership, for one year
- Extra:** ● Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$1,000 Presidents Level

- Recognition:** ● Recognized as **Sponsor of Night Market**, includes name recognition in printed program, website and annual donor wall
- Membership:** ● Complimentary membership for up to 4 local employees (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 cray@asiasociety.org by September 27, 2016 to be included in print materials.**



Past Night Market Photos



(photos by Jeff Fantich)

Asia

Society



Texas
Center

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

Past Night Market Press

Digital and Print Coverage in Houston-area Media

"Food and Art Mingle at Asia Society's Night Market"



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

Indo American News

Event listings on:





Night Market 2016 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"/> FOUNDERS \$25,000 | <input type="checkbox"/> CHAIRMEN \$2,500 |
| <input type="checkbox"/> BENEFACTORS 10,000 | <input type="checkbox"/> PRESIDENTS \$1,000 |
| <input type="checkbox"/> AMBASSADORS \$5,000 | <input type="checkbox"/> \$ _____ |

My gift is in honor of:

Please confirm sponsorship and provide high-res logo by September 27, 2016 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:
Carrie Ray, Major Gifts Officer
cray@asiasociety.org
713-496-9904