

# Asia

Society



Texas  
Center



# AsiaFest

*A Signature Community Festival Celebrating  
Asian Pacific American Heritage Month*

**Asia Society Texas Center**

**May 5, 2018**

11 am to 4 pm

Sponsorship Packet



## 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.

## AsiaFest 2018 *Celebrating Asian Pacific American Heritage Month*

Asia Society Texas Center launched its inaugural *AsiaFest* in 2015. Celebrating Asian Pacific American Heritage month, this community festival displays the vibrancy of Asian culture, creativity, and cuisine in Houston. Festivals over the last three years have attracted over 7,100 guests to enjoy cultural demonstrations, performances, wares, and fare from China, India, Taiwan, Korea, Japan, the Philippines, and beyond.

As one of the nation's most ethnically diverse cities, Houston is home to a rapidly growing Asian American population. *AsiaFest* honors the talents and traditions from Asia's rich and vibrant cultures, offering Houstonians of all ages a day of interactive immersion without leaving the city. The event is designed to be appealing and accessible to all Houston's citizens—spanning the full breadth of its diverse cultural communities. The event is free for the general public, and the Texas Center's close proximity to public transportation helps ensure city-wide accessibility. Prospective new activities for *AsiaFest* 2018 include cooking demos at Pondi Café, ticketed beer and sake tastings, and cosplay activities for children.

## Performances and Activities\*

- Asian American fusion hip hop performances
  - Bharatanatyam traditional Indian dance
  - Persian youth dance performance
  - Tai chi and qigong demonstrations
  - Japanese ikebana demonstration
  - Chinese calligraphy demonstration
  - Henna/mehndi artistry
  - Carnatic traditional Indian music
  - Chinese youth dance performances
- \* Subject to Change*

## Collaborative Partners\*

- Asian/Pacific American Heritage Association
  - Chinese Community Center
  - Japan-American Society of Houston
  - Korean-American Society of Houston
  - His Highness The Aga Khan Council for the Southwestern United States
  - Taipei Economic and Cultural Office
  - OCA Greater Houston
  - Huang Dance Studio Yoginos: Yoga for Youth
  - Filipino Young Professionals
  - India Culture Center
- \* Subject to Change*

## Event Zones:

- Festival Lawn – *Asia Society's beautiful festival lawn showcasing large group activities and exciting performances.*
- Kids Activity Zone – *Firsthand, interactive activities for families and children.*
- Brown Theater – *Beautiful performances in the theater demonstrating Asian history, culture, and traditions.*
- Vendor Gallery – *Vendor Gallery in Fayeż Sarofim Grand Hall (Indoors)*
- Tummy Alley – *A buzzing interactive outdoor square, offering eclectic food and shopping options.*



## Sponsorship Benefits

### \$25,000 Founder Level

- Recognition:**
- Recognized as *Title Sponsor of AsiaFest*; including top-level verbal and logo recognition online and in print
  - On-site promotional tent or table at *AsiaFest* upon request
- Membership:**
- Complimentary membership for up to 50 employees/Complimentary Family Membership, for one year (valued at: \$6,000)
- Extra:**
- Invitation to Private Receptions with Artists and Distinguished Guests
  - Building usage fee waived for private reception at Asia Society Texas Center (average value \$5,500)
  - Private Exhibition Tour upon request
  - Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

### \$10,000 Benefactor Level

- Recognition:**
- Recognized as *Presenting Sponsor of AsiaFest*; including verbal and logo recognition online and in print
  - Named Sponsorship of following zones for the day on a first-come, first-served basis:
    - *Performances & demonstrations on Festival Lawn Stage (Outdoors)*
    - *Performances in Brown Foundation Performing Arts Theater (Indoors)*
  - On-site promotional tent or table at *AsiaFest* upon request
- Membership:**
- Complimentary annual membership for up to 30 employees (valued at: \$3,600)
- Extra:**
- 20% Discount on building usage fee
  - Private Exhibition Tour upon request
  - Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

### \$5,000 Ambassador Level

- Recognition:**
- Recognized as *Sponsor of AsiaFest*; including verbal and logo recognition online and in print
  - Named Sponsorship of following zones for the day on a first-come, first-served basis:
    - *Kids Activity Zone (Indoors, including the Edward Rudge Allen III Education Center, Jade Garden, & Water Garden Terrace)*
    - *Vendor Gallery in Fayeze Sarofim Grand Hall (Indoors)*
    - *Tummy Alley (Outdoors)*
- Membership:**
- Complimentary annual membership for up to 20 employees (valued at: \$2,400)
- Extra:**
- 10% Discount on building usage fee
  - Private Exhibition Tour upon request
  - Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

### \$2,500 Chairman Level

- Recognition:**
- Recognized as *Sponsor of AsiaFest*; including logo recognition online and in print
- Membership:**
- Complimentary annual membership for up to 10 local employees (valued at: \$1,200)
- Extra:**
- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

### \$1,000 President Level

- Recognition:**
- Recognized as *Sponsor of AsiaFest*; including recognition online and in print
- Membership:**
- Complimentary annual membership for up to 4 local employees (valued at: \$480)

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1370 Southmore Boulevard | Houston, TX 77004 | 713.496.9901 | [AsiaSociety.org/Texas](http://AsiaSociety.org/Texas)

## Event Photos



*(photos by Jeff Fantich)*

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## Event Photos



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Asia Society Texas Center Presents

# AsiaFest

SATURDAY, MAY 7, 10:00 AM-6:00 PM  
Chairs: Teresa Ong Lee and Jeffrey Y. Lee

## Demonstrations & Performances

### Festival Lawn Stage (Outdoors)

Mistresses of Ceremonies: ABC 13 anchors Gina Gaston (10:30 AM-12:00 PM) and Miya Shay (12:00 PM-2:00 PM)

- 10:30 AM Clear Lake Iaido Martial Arts Demonstration
- 11:30 AM Viet Wave Music
- 12:30 PM Yun Hwa Lee Dance Studio
- 1:30 PM Bollywood Workshop by Dolly Goyal
- 2:30 PM Carnatic Music by Prema Bhat
- 3:30 PM Iranian Youth Dancers by Iranian Cultural Foundation
- 4:30 PM Tai Chi Demonstration by Henderson Smith
- 5:30 PM Kamishibai by Consulate-General of Japan in Houston

### Brown Foundation Performing Arts Theater (Indoors)

- 11:00 AM Bharatanatyam Youth Dance by Anjali School
- 12:00 PM Ismaili Dance Ensemble by Aga Khan Foundation
- 1:00 PM Chinese Youth Dancers by NAYCO
- 2:00 PM Kim Kuja Dancers
- 3:00 PM Dance Performances provided by the Consulate General of the Republic of Indonesia in Houston
- 4:00 PM Dance of Asian America
- 4:30 PM Kalaangan School of Odissi Dance
- 5:00 PM Sinulog Dances by Tropical Rhythms

## Activities

Central Asian Carpet Canvases, Maori Koru Art Designs, Selfie Photo Station, and Tanabata Wishing Tree by Asia Society Texas Center  
 Folding 1000 Paper Cranes by Consulate-General of Japan in Houston  
 Ikebana Display by Houston Ikebana International  
 Monkey Creations by SASE-Society of Asian Scientists and Engineers  
 Origami by Asian/Pacific American Heritage Association  
 Persian Calligraphy by Iranian Cultural Foundation  
 Pinch-Pot Game by OCA Greater Houston  
 Rangoli Creation and Sari Wrapping by India Culture Center  
 Taiwanese Calligraphy-Traditional Chinese by Taipei Economic and Cultural Office and Taiwan Academy  
 Vietnamese Lanterns by Vietnamese Culture and Science Association

## Exhibitions

*We Chat: A Dialogue in Contemporary Chinese Art*  
Yuriko Yamaguchi

## Vendors

- |                     |                    |                    |
|---------------------|--------------------|--------------------|
| Big Creek Farms     | Heirloom Treasures | RoseHip Essentials |
| Chaste Foods        | Human Nature USA   | Sachi Creation     |
| Clay Flower Lady    | Nefarious Faces    | South China Seas   |
| The Community Cloth | Om Connection      | YingSilver         |
| Earthredz LLC       |                    |                    |

## Food & Beverages ( food truck ice cream beer/wine)

- |                        |                 |                   |
|------------------------|-----------------|-------------------|
| Asian Beer             | It's a Wrap     | Pop Cart Ice Pops |
| Casian King            | Jade Stone Café | Smooch Cookies    |
| Churrasco Truck        | Mochi Ice Cream | Tila's Taco Truck |
| D'Lish Curbside Bistro | Pho-Jita Fusion | Wokker TX Ranger  |

SPONSORS  
PARTNERS

**Chairmen Level:** Hospice Compassus, Teresa Ong Lee and Jeffrey Y. Lee, Quan Law Group  
**Presidents Level:** Hotard Family, J.D. Joyce Investment Management Group, Bonna Kol and James Clifford, Total Home Care, Inc., Tudor, Pickering, Holt & Co. Asset Management, and Cybele Woon, MD



Example of AsiaFest2016 Schedule



## AsiaFest 2018 Sponsorship Form

### Contact Information:

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

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

### Your Level of Support:

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 amount: \_\_\_\_\_  
*All contributions are fully tax-deductible.*

Contribution level:      *Leadership Gifts*                      *Other Gifts*

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

*See other page for recognition and benefits associated with each level.*

*\* For Ambassador Level, please indicate preference of sponsored zone:*

\_\_\_\_\_

### Your 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:      UBS Financial Services | DTC: 0221  
Account name: Asia Society Texas Center | Account #: PJ16275
- 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:

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