

Asia

Society



Texas
Center

AsiaFest 2016

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

Asia Society Texas Center

May 7, 2016

10 am to 6 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 2016

Celebrating Asian Pacific American Heritage Month

Asia Society Texas Center launched its inaugural *AsiaFest* in May 2015. Celebrating Asian Pacific American Heritage month, this community festival displayed the vibrancy of Asian culture, creativity, and cuisine in Houston. The 2,000 plus guests enjoyed cultural performances from China, India, Taiwan, Korea, 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 accessible and appealing to all, inclusive of Asian-Americans and non-Asians, alike. Tickets are free for the general public, and the Texas Center’s close proximity to public transportation helps ensure city-wide accessibility.

Performances and Activities*

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

**Subject to Change*

Collaborative Partners*

Asian/Pacific American Heritage Association	Huang Dance Studio	Yoginos: Yoga for Youth
Chinese Community Center	His Highness The Aga Khan Council for the Southwestern United States	Filipino Young Professionals
		India Culture Center

**Subject to Change*



Sponsorship Benefits

Unique Festival Activity/Performance Zones:

- Festival Lawn – *Asia Society's beautiful festival lawn showcasing large group activities and exciting performances.*
- Activity Zone – *Firsthand, interactive activities for families and children.*
- Brown Theater – *Beautiful performances in the theater demonstrating Asian history, culture, and traditions.*
- Market Square – *A buzzing interactive outdoor square, offering eclectic food and shopping options.*

\$25,000 Founder Level

- Recognition:**
- Recognized as *Title Sponsor of Asia Fest*; includes recognition in print, online, annual donor wall, and on press release
 - 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 (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 AsiaFest*; includes recognition in print, online, and annual donor wall
- Membership:**
- Complimentary membership for up to 30 employees/Complimentary Family Membership, for one year (valued at: \$3,600)
- Extra:**
- Individualized Exhibition Tour upon request
 - Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$5,000 Ambassador Level

- Recognition:**
- Title Sponsorship of one of the performance zones on a first come, first served basis
 - Recognized as *Sponsor of AsiaFest*; includes recognition in print, online, and annual donor wall
- Membership:**
- Complimentary membership for up to 20 employees/Complimentary Family Membership, for one year (valued at: \$2,400)
- Extra:**
- Individualized Exhibition Tour upon request
 - Special Invitation to Dress Rehearsals and Exhibition Preview Receptions



Sponsorship Benefits (continued)

\$2,500 Chairmen Level

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

\$1,000 Presidents Level

- Recognition:** ● Recognized as *Sponsor of AsiaFest*; includes name recognition in print, online, and annual donor wall
- Membership:** ● Complimentary membership for up to 4 local employees/ Complimentary Family membership, for one year (valued at: \$480)
- Extra:** ● Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

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

Event Photos



(photos by Jeff Fantich)



AsiaFest 2016 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"/> 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"/> \$ _____ DONATION

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

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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