2019 Sponsorship Proposal

A Signature Community Festival Celebrating Asian Pacific American Heritage Month
About Asia Society Texas Center  Global Mission with a Local Purpose

With 13 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 2019  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 four years have attracted over 8,600 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 2019 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 performances
- 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 Fayez 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 Fayez 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)
Event Photos

(photos by Jeff Fantich)
Event Photos

(photos by Jeff Fantich)
Example of AsiaFest Schedule

Performances

The H-E-B Festival Lawn Stage
11:30 AM  Dance by Filipino Young Professionals of Houston
12:00 PM  Classical Indian dance
          by Avantika Academy of Odissi Dance
12:30 PM  Bollywood and Bhangra fusion performance
          by Steps for Dancing
1:30 PM   Bollywood Dance by Infused Performing Arts
2:00 PM   Hakka Dance organized by the Taipei Economic
          and Cultural Office in Houston (TECO)
2:30 PM   Classical Indian dance by Sowmya Balasubramani
3:00 PM   Celebrations of India
          by Kajal Desai Dance and Wellness

The Brown Foundation
Performing Arts Theater

12:00 PM  Musical performance
          by the North America Youth Chinese Orchestra
1:00 PM   Traditional Korean Dance by Kim Kuja Korean Dance
2:00 PM   Classical Bharatanatyam dance
          by the Anjali Center for Performing Arts
3:00 PM   Chinese Folk Dances by J&H Dance School
AsiaFest 2019 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: ..........................................................................................................................
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: ..........................................................

Contribution level: ..........................................................
Leadership Gifts
☐ FOUNDER $25,000
☐ BENEFACTOR $10,000
☐ AMBASSADOR $5,000*
Other Gifts
☐ CHAIRMAN $2,500
☐ PRESIDENT $1,000
☐ $______DONATION

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

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:  Pioneer Bank | ABA #:114994109
  For further credit to: Asia Society Texas Center | Account #: 20070637
☐ 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________________

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