A Signature Community Festival Celebrating Asian Pacific American Heritage Month

AsiaFest

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 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 AsiaFest2016 Schedule

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 Kalasangan 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
Chaste Foods
Clay Flower Lady
The Community Cloth
Earththeze LLC

Heritage Treasures
Human Nature USA
Nefarious Faces
Om Connection

RoseHip Essentials
Sachi Creation
South China Seas
YingSilver

Food & Beverages

Asian Beer
Casian King
Churrasco Truck
D’Lish Curbside Bistro

It’s a Wrap
Jade Stone Café
Mochi Ice Cream
Pho-Jita Fusion

Pop Cart Ice Pops
Smoosh Cookies
Tila’s Taco Truck
Wokker TX Ranger

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

SPONSORS

ACC
FYP
KASH

1370 Southmore Boulevard | Houston, TX 77004 | 713.456.5901 | AsiaSociety.org/Texas
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
  □ FOUNDER $25,000  □ CHAIRMAN $2,500  
  □ BENEFACCTOR $10,000  □ PRESIDENT $1,000  
  □ AMBASSADOR $5,000*  □ $______ 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: 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:
Jenni Rebecca Stephenson, Director of Development
JStephenson@AsiaSociety.org
Direct (713) 496-9909 | Fax (713) 496-9989