



NIGHT MARKET 2021

ASIA SOCIETY TEXAS CENTER



1370 SOUTHMORE BOULEVARD
HOUSTON, TX 77004

AsiaSociety.org/Texas



ABOUT ASIA SOCIETY TEXAS CENTER

GLOBAL MISSION WITH A LOCAL PURPOSE

Asia Society Texas Center believes in the strength and beauty of diverse perspectives and people. As an educational institution, we advance cultural exchange by celebrating the vibrant diversity of Asia, inspiring empathy, and fostering a better understanding of our interconnected world. Spanning the fields of arts, business, culture, education, and policy, our programming is rooted in the educational and cultural development of our community — trusting in the power of art, dialogue, and ideas to combat bias and build a more inclusive society.

NIGHT MARKET

CELEBRATING HOUSTON'S AAPI-OWNED SMALL BUSINESSES

Since Asia Society's first *Night Market* in 2013, the event has grown in both scope and size. Drawing inspiration from the street markets commonly found in East and Southeast Asia, Asia Society's annual mini-bazaar celebrates the vibrancy of Houston's arts and food scenes, while also engaging people through thought-provoking exhibitions and family activities.

2019's *Night Market* welcomed approximately 3500 guests in the festivities throughout the evening. Visitors of all ages perused the food and wares from vendors and on-site food trucks, including Asian-inspired treats and clothing, crafts, decorative items, and jewelry available for purchase from a collection of our city's diverse local vendors. Children and families joined the festivities in the upstairs activity zone where they played games one might see in an authentic Japanese Carnival. The carnival, featuring games such as yoyo *tsuri*, a chopsticks challenge, and ring-around-the-Pikachu, delighted guests of all ages, who also participated in the Museum of Fine Art, Houston's Community Art Scroll activity. Cultural partners like The Museum of Fine Arts, Houston were also on hand to engage visitors in demonstrations and creative map making projects. As always, a highlight of the evening was Asia Society's exhibitions on view and free to the public in addition to the food, educational, and cultural activities.



In 2020, with the strong belief and financial support of major stakeholders, ASTC was able to transform Night Market into an interactive virtual event. Utilizing *Eat, Shop, Explore* as a theme, online visitors to the Night Market website explored restaurants, vendors, and community partners during this month-long virtual bazaar. In addition to exploring the food and items for sale, online visitors delved deeper through vendor highlights—including interviews featuring their vibrant cultures and countries of origin as well as cooking demonstrations, shared recipes, Asia town tips, and community storytelling. Many of the local AAPI-owned restaurants and small business highlighted on this platform were the first to feel the impact of the COVID-19 pandemic. We knew it was important to create a space where visitors could view menu selections, testimonials, photos, videos, and—most importantly—order directly from the restaurant or online store.

With direct local impact, the Virtual Night Market featured a total of 62 food and 32 shop vendors from across Houston. Website traffic included 38K pageviews from 5.4K unique users, with total wrap-around promotional activity yielding 138,730 total impressions to 74,171 unique individuals – driving immediate and much needed exposure to these worthy businesses.

Building upon this success of the virtual night market and the beloved in-person annual tradition, Night Market 2021 will return in person on November 12th, 2021. Visitors will enjoy all the tastes, sights, sounds, shopping, and fun Asia Society's fans have come to expect and love.

Asia Society Texas Center is committed to accessibility and providing this exciting night of community celebration free of charge. Furthermore, *Night Market* provides artists and small business owners with a unique opportunity to cultivate new audiences for their work and products. Combining these vendors with compelling exhibitions and educational activities, *Night Market* draws a diverse crowd of families and neighbors of all ages, fulfilling Asia Society's mission to educate and enrich our Houston community.



REQUEST FOR SPONSORSHIP

HOW YOUR GIFT SUPPORTS ASIA SOCIETY

Asia Society Texas Center is committed to accessibility and providing this exciting community celebration free of charge. Furthermore, *Night Market* provides community stakeholders and small business owners with a unique opportunity to cultivate new audiences for their work and products.

Combining these participants with our compelling exhibitions and educational activities, the in-person and virtual versions of *Night Market* draw a diverse crowd of families and neighbors of all ages, fulfilling Asia Society's mission to educate and enrich our Houston community. In our increasingly globalized society, having access to diverse communities and perspectives has never been more important.

\$25,000 PRESENTING SPONSOR (IN PERSON ONLY)

Recognition:

- Recognized as Presenting Sponsor of Night Market Festival onsite, online, and in print and promotions:
 - Featured logo placement on promotional webpage (ASTC website) and as festival sponsor in print mailers.
 - Inclusion in social media promotions, including at least one dedicated post on social channels
 - Top billing (with logo) as festival sponsor in 2 dedicated Night Market email newsletters.
 - Inclusion in press releases/social media promotion/slideshows in Brown Foundation Performing Arts Theater for one-month prior to event.
 - Name inclusion among all Night Market sponsors on the virtual Night Market microsite.
- Logo recognition on building signage (large promotional banner) at least one month prior to Night Market.
- Onsite promotional tent or table at Night Market, upon request.
- Special access and perks at the event.

Additional Value:

- Complimentary Asia Society membership (individual or family) for up to 50 employees for one year.
- Special invitations to exclusive events with artists and distinguished guests.
- Discount on Asia Society Texas Center building usage fee.

\$15,000 PRESENTING SPONSOR (VIRTUAL ONLY)

Recognition:

- Recognized as **Presenting Sponsor of Night Market**, online and in print and promotions:
 - Featured logo placement on Night Market microsite and **as microsite sponsor** print mailers.
 - Inclusion in social media promotions, including at least one dedicated post on social channels (Facebook, Instagram, Twitter).
 - Top billing (with logo) **as microsite sponsor** in 2 dedicated Night Market email newsletters.
 - Inclusion in press releases/social media promotion/slideshows in Brown Foundation Performing Arts Theater for one-month prior to event.
 - Opportunity for inclusion in featured website content.
 - Name inclusion among all Night Market sponsors on promotional webpage (ASTC website).

Additional Value:

- Complimentary Asia Society membership (individual or family) for up to 30 employees for one year.
- Discount on Asia Society Texas Center building usage fee.

\$10,000 LEAD SPONSOR (IN PERSON OR VIRTUAL)

Recognition:

- Recognized as **Lead Sponsor of Night Market** onsite, online, and in promotions:
 - Tiered logo placement on promotional webpage (ASTC website) and Night Market microsite.
 - Logo inclusion in 2 dedicated Night Market email newsletters.
 - Inclusion in press releases/social media promotion.

YOUR CHOICE OF ONE OF THE FOLLOWING:

- Recognized as **Presenting Sponsor of Exhibition Tours** (hosted during in-person festival).
- Recognized as **Presenting Sponsor of Virtual Tours** (featured content on Night Market microsite).
- Onsite promotional tent or table at Night Market.

Additional Value:

- Complimentary membership (individual or family) for up to 25 employees for one year.
- Discount on Asia Society Texas Center building usage fee.

\$5,000 SPONSOR (IN PERSON OR VIRTUAL)

Recognition:

- Recognized as **Sponsor of Night Market** onsite, online, and in promotions:
 - Tiered logo placement on promotional webpage (ASTC website) and Night Market microsite.
 - Inclusion in 2 dedicated Night Market email newsletters/press releases/social media promotion.

YOUR CHOICE OF ONE OF THE FOLLOWING:

- Featured (top-tier) logo placement on one of the (3-4) primary landing pages of the Night Market microsite.
- Recognition as zone sponsor (Carnival Zone, Food truck Alley, or Beer Garden) at in-person festival; subject to availability.
- Onsite promotional tent or table at Night Market.

Additional Value:

- Complimentary membership (individual or family) for up to 20 employees for one year.
- Discount on Asia Society Texas Center building usage fee.

\$2,500 SPONSORSHIP (IN PERSON OR VIRTUAL)

Recognition:

- Recognized as ***Sponsor of Night Market*** onsite, online, and in promotions:
 - Name inclusion on promotional webpage (ASTC website) and Night Market microsite.
 - Inclusion in 2 dedicated Night Market email newsletters and press releases.
 - Onsite promotional tent or table at Night Market.

Additional Value:

- Complimentary membership (individual or family) for up to 10 employees for one year.
- Discount on Asia Society Texas Center building usage fee.

\$1,000 SPONSORSHIP (IN PERSON OR VIRTUAL)

Recognition:

- Recognized as ***Sponsor of Night Market*** onsite, online, and in promotions:
 - Name inclusion on promotional webpage (ASTC website) and Night Market microsite.
 - Inclusion in 2 dedicated Night Market email newsletters and press releases.

Additional Value:

- Complimentary membership (individual or family) for up to 4 employees for one year.





NIGHT MARKET 2021 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

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

LEVEL OF SUPPORT:

Leadership Gifts

- | | |
|---|---|
| <input type="checkbox"/> PRESENTING (In Person) \$25,000 | <input type="checkbox"/> SPONSOR (In Person or Virtual) \$5,000 |
| <input type="checkbox"/> PRESENTING (Virtual) \$25,000 | <input type="checkbox"/> SPONSOR (In Person or Virtual) \$2,500 |
| <input type="checkbox"/> LEAD SPONSOR (In Person or Virtual) \$10,000 | <input type="checkbox"/> SPONSOR (In Person or Virtual) \$1,000 |

All contributions are fully tax-deductible. See prior page for recognition and benefits associated with each level.

PAYMENT INFORMATION:

- ☐ Enclosed is a check made payable to Asia Society Texas Center
- ☐ Payment will be wired to: Pioneer Bank | ABA #:114994109 | For further credit to: Asia Society Texas Center | Account #: 20070637
- ☐ Stocks will be transferred to: Fidelity Investments | DTC: 0226 | Account name: Asia Society Texas Center | Account #: 636-004073
- ☐ Stocks certificate can be mailed to: Fidelity Investments | Account# 636-004073 | 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:

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