



American First National Bank

Asia Society Texas Center

NIGHT MARKET

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야시장

FREE

Friday, November 8, 2019
6:00 – 10:00 PM
AsiaSociety.org/Texas
#AsiaSocietyTX #NightMarketTX

Curated Shopping and Dining • Live Music • Free After-Hours Gallery Access
Beer Garden • Virtual Reality Station • Carnival Games

2019 Sponsorship Proposal

Asia

Society



Texas
Center

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

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.

Night Market

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.

2018's *Night Market* broke all previous attendance records with approximately 4,000 guests participating in the festivities throughout the evening. Visitors of all ages perused the food and wares from over 55 vendors and on-site food trucks, including delectable 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 which 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.

Building upon this successful annual tradition, Night Market 2019 will return on Friday, November 8th, 2019 with all the tastes, sights, sounds, shopping, and fun Asia Society's fans have come to expect and love! The new exhibition on view at *Night Market* 2019 is entitled *Tsuruya Kokei: Modern Kabuki Prints Revised & Revisited*. Attendees are encouraged to explore the art galleries with docents to offer a deeper knowledge of the exhibition. *Tsuruya Kokei: Modern Kabuki Prints Revised & Revisited* will display 77 prints by this artist widely celebrated as one of Japan's leading contemporary print artists. The British Museum lauded Kōkei for producing Japan's "most notable Kabuki prints" in the post-war era. These exhibitions will greatly increase our guests' understanding of historical and current matters significant to Asia.

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

\$25,000 Founder Level

Recognition:

- Recognized as ***Title Sponsor of Night Market*** on-site, online, and in print
 - Press releases and outreach
 - Paid and in-kind online and print advertising
 - Logo on print program distributed at event
 - Logo on *Night Market* website
 - Social media (Facebook, Instagram, Twitter)
 - 2 dedicated *Night Market* E-blasts, and newsletter announcements
 - Marketing collateral including event flyers and print calendars (subject to print deadline)
- Pre-Program PowerPoint in Brown Foundation Performing Arts Theater for one month preceding *Night Market*
- Signage with logo (large banner on front of building, event signs) at least one month prior to *Night Market* (subject to September 13th print deadline)
- On-site promotional tent or table at *Night Market*, upon request

Membership:

- Complimentary membership for up to 50 employees for one year (valued at \$2,750)/Complimentary lifetime family membership

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 Night Market*** (*subject to availability*) online and in print
 - Logo on print program distributed at event
 - Logo on *Night Market* website
 - Social media (Facebook, Instagram, Twitter)
 - 2 dedicated *Night Market* E-blasts, and newsletter announcements
 - Marketing collateral including event flyers and print calendars (subject to September 13th print deadline)
- Signage with logo at least one month prior to *Night Market* (subject to September 13th print deadline)

Membership:

- Complimentary membership for up to 30 employees for one year (valued at: \$1,650)/Complimentary lifetime family membership

Extra:

- Individualized Exhibition Tour upon request
- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions



\$5,000 Ambassador Level

Recognition:

- Recognized as ***Sponsor of Free Exhibition Day at Night Market*** (*subject to availability*) - includes logo and name recognition in social media, printed program, signage and website

Membership:

- Complimentary membership for up to 20 employees for one year (valued at: \$1,100)/ Complimentary family membership, for one year

Extra:

- Individualized Exhibition Tour upon request
- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$2,500 Chairman Level

Recognition:

- Recognized as one of the following: ***Activity Zone sponsor, Food Truck Alley sponsor or Beverage sponsor*** (*all subject to availability*) - includes logo and name recognition in printed program, signage and website

Membership:

- Complimentary membership for up to 10 local employees for one year (valued at: \$550)/Complimentary family membership, for one year

Extra:

- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

\$1,000 President Level

Recognition:

- Recognized as ***Sponsor of Night Market*** - includes name recognition in printed program, website, signage

Membership:

- Complimentary membership for up to 4 local employees for one year (valued at: \$220)/Complimentary family membership, for one year

Extra:

- Special Invitation to Dress Rehearsals and Exhibition Preview Receptions

* Please provide logo (hi-resolution, 300 dpi, preferably vector file) via email to MBenton@asiasociety.org to be included in print materials.

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Past Night Market Photos



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Past Night Market Press Digital and Print Coverage in Houston-area Media

"Guests can enjoy after-hours access to two new exhibitions, live music, a curated selection of food, home goods, art and apparel from local artisans, a Japanese-style carnival, and a ticketed beer garden with special culinary offerings."

HoustonPress

"This family-friendly Night Market will include activities, exhibitions, food trucks, local vendors and more."

THE BUZZ MAGAZINES

"A Taste of Southeast Asia at Upcoming Night Market"

Houstonia.
gastronaut

"Your weekly guide to Houston: Five don't-miss events"

culturemap
HOUSTON

"Night Market over at the Asia Society is always a sure-fire way to slide in some massive fun on a Friday evening."



"Night Market has become the other cornerstone of the Center's outreach to the arts and cultural scene"

Indo American News

Event listings on:



culturemap
HOUSTON

facebook HoustonPress



Night Market 2019 Sponsorship Form

Contact Information:

Name: _____

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

Contribution level:

FOUNDER \$25,000

CHAIRMAN \$2,500

BENEFACTOR \$10,000

PRESIDENT \$1,000

AMBASSADOR \$5,000

\$ _____

My gift is in honor of:

Please confirm sponsorship and provide high-res logo by September 13th to be included in print materials.

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:

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: _____

For More Information:

Matthew Benton

Manager of Special Events and Stewardship

mbenton@asiasociety.org

713-496-9904