



Welcome to the
Chinese American Community Center
德立華華美聯誼中心

Ms. Juliana Soo
Chinese American Community Center
1313 Little Baltimore Rd,
Hockessin, DE 19707

To whom it may concern,

The past June 2009, Chinese American Community Center ("CACC") celebrated its 14th annual Delaware Chinese Festival. It was our largest festival ever, with more than 6000 visitors despite the heavy rain fall during the 3-day event.

CACC is a non-profit, non-sectarian, non-partisan and independent organization founded in 1982 by a group of Chinese Americans in the tri-state area. Our mission is to promote the exchange and integration of Chinese and American cultures through the cultural and educational programs, and community services. CACC operates Montessori School and Child Care Center, hosts 2 Chinese schools to teach children Chinese language and culture, offers summer culture camps for the area kids, and sponsors clubs of various recreational and cultural needs.

Our trademark event is the annual Chinese Festival at our facility in Hockessin, Delaware. For the past 14 years, the Chinese Festival has become a truly unique and important event in celebrating the rich diversity of Chinese culture in the Greater Wilmington region. Through exhibits, gourmet food, and cultural performances, the event attracted thousands every year.

We would like to invite you to participate in the 2010 Delaware Chinese Festival as a sponsor. The Chinese Festival provides fantastic on-site exposure of your organization to thousands of people. It helps your organization penetrate into the ever-expanding, affluent Asian market. Becoming a sponsor also showcases your organization's commitment to the festival's themes of Chinese cultural awareness and community development.

Enclosed please find more information on sponsorship opportunities and background on the festival. I am looking forward to hearing from you.

Sincerely,

Juliana Soo
Chair of the Chinese Festival

Enclosed:
Cover Letter
Sponsor Participation Form
Sponsor Opportunities Packet



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Delaware Chinese Festival
June 18 – 20, 2010
Festival Sponsorship Participation Form

Company name and Logo must be received by April 30, 2010 for complete sponsorship benefits.

We would like to sponsor the Chinese American Community Center - 2010 Delaware Chinese Festival as follows:

- _____ Festival Presenting Sponsor: \$20,000
- _____ Silver Sponsor: \$10,000
- _____ Jade Sponsor: \$5,000
- _____ Pearl Sponsor: \$2,500
- _____ Bronze Sponsor: \$1,000

Date: _____
Name of Company: _____
Contact: _____
Tel: _____
Fax: _____
Email: _____
Please invoice us for: \$ _____
Billing Address: _____

Please return completed sponsorship form to the Chinese American Community Center by April 30,

2010

Fax (302) 239-1067

1313 Little Baltimore Rd., Hockessin, DE 19707

All donations are tax deductible, CACC Federal Tax ID#: 51-0269361



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Presents:

2010

Delaware Chinese Festival

June 18 – 20, 2010

1313 Little Baltimore Rd, Hockessin, DE 19707

Sponsorship Opportunities Levels and Benefits

Package for duration of Delaware Chinese Festival, June 18 – 20, 2010



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About CACC

Chinese American Community Center (CACC, 德立華華美聯誼中心), in Hockessin, Delaware, is a non-profit, non-sectarian, not partisan and independent organization founded in 1982 by a group of interested Chinese Americans in the Greater Wilmington area which encompasses Delaware, southeastern Pennsylvania, and southern New Jersey. CACC is an affiliate agency of the United Way of Delaware.

The purpose is to promote the exchange and integration of Chinese and American cultures. We provide multi-faceted services to the community, such as the early age education by CACC Montessori School, summer camp, Chinese School, culture camp, clubs of various recreational interests and Senior Club, etc.

CACC Programs and Activities

CACC operates Montessori School and Child Care Center on weekdays with

- 155 Children
- 23 Staff Members

The children who attend our programs are culturally diversified, coming from Europe, Asia and South America, adding richness to our school environment.

In addition, CACC hosts two Chinese Schools on weekends which teach kids and teens Chinese language and culture during the school year with

- 46 classes
- 35 Chinese teachers
- Over 350 family registrations per year
- Over 450 children attending the school per year
- Multi-cultural environments

CACC sponsors many regular club activities, workshops, classes, seminars, holiday celebrations, concerts, Chinese Culture Camp and Chinese Festival.

The membership of CACC consists of individuals and families with diverse background and professions.

Chinese Festival

CACC has proudly presented the Delaware Chinese Festival for the past 14 years. Our mission is to foster the understanding and appreciation of Chinese culture and heritage through the exhibits and performances. The festival provides opportunities for interaction and collaboration between the CACC community and the community at large.

The 2010 Chinese Festival will be held from Friday, June 18 to Sunday, June 20, 2010 with various exhibitions, performances and foods. We will reserve the June 20 (Sunday) be the International Day and we will invite other Asian Communities to join forces to participate on various cultural performances. In



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In addition to promote Chinese culture, we are outreaching and collaborating with other diversity groups to develop and enlarge the community.

The theme of this year's exhibition is "Oracle" – the earliest discovered Chinese characters. Exhibition resources will come from the museum located at Anyang Yinxu Xiaotun in Henan Province, China where "Oracle" was discovered from the turtle shells and ox bones carved to predict future. National geography has introduced "Oracle" and related discoveries. This topic will further reveal the richness of Chinese Culture.

The Festival will feature over 26 performances including Dragon Dance, Folk Dance, Beijing Opera, Tai Chi, Cooking, Kong Fu and various cultural demonstrations. Following last year's Chinese Festival, other Asian communities will join force to participate the performances on the Sunday International Day including India, Indonesia and Korea. This year, acrobats and magic are coming from New York!

In addition to the theme exhibitions and versatile performances, the food court is always an attraction to the visitors. Authentic Chinese Cuisines are provided. Visitors can taste homemade Chinese food without traveling overseas or to the Chinatown in New York, Philadelphia, and Washington DC. Have you heard Chinese Spaghetti? Come to discover it by yourself.

The past June 2009, Chinese festival attracted more than 6000 visitors regardless of the heavy rain fall during that weekend. We had a record attendance with 11,000 visitors in the past years.

Reasons to Sponsor

The number of minorities and immigrants in the United States is on the rise and predicted to continue increasing. These groups are growing faster than the Caucasian segment. In fact, it is estimated that:

- By 2020, the Asian segments will have grown between 50% and 90% since 2000.
- By 2042, minorities will become the majority.
- By 2050, multicultural segments are projected to make up 54% of the U.S. population.

Between 1990 and 2007, the buying power in the Asian segment rose by 294%. By 2012, other projections put the buying power of Asians at \$670 billion in annual purchasing power.

The Asian segment:

- Is the third largest minority group
- Totals approximately 5% of U.S. population
- Has the most diverse segment, with multiple ethnicities and languages
- Has a projected population increase from 15.5 million to 40.6 million during the 2008-2050 time period
- Is projected to total 9.2% of the U.S. population by 2050
- The average home price for the Asian segment is 42% higher

* Source: Population Division, Census Bureau, 08/14/2008



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A successful business means gaining market share in the local communities.

- Business Development
 - Promote your brand, gain access and obtain increased consideration from our membership & visitors to provide viable business opportunities for your sales channels and educational opportunities for Chinese segments and communities.
- Marketing
 - Marketing to your customer base helps to expand your business.
- Cultural Awareness
 - Opportunity to help your company to think & act “Global” by knowing the Asian culture.
- Community Development & Outreach
 - Expand and enhance your business by partnering with local Asian Communities
- All donation is tax deductible
 - CACC Federal Tax ID: 51-0269361

Festival Presenting Sponsor: \$20,000

- Corporate banner display at the Chinese Festival
- Name and logo printed on the Chinese Festival T-Shirts
- Corporate booth at Chinese Festival
 - Opportunity to conduct and promote product sampling and/or giveaways at the festival
 - Opportunity to collect attendee data through opt-in cards, surveys, etc at the festival
- Company name and logo included in festival flyers
- Company name and logo included on the cover of the festival activity schedule handouts
- One page of the Company advertisement included in the festival activity schedule handouts
- Name and logo in the blast email to CACC mailing list of 1,000
- Logo and link on CACC and Chinese Festival website
- Acknowledgment during the festival
- Name and logo included in newspaper advertising

Silver Sponsor: \$10,000

- Corporate booth at the Chinese Festival
 - Opportunity to conduct and promote product sampling and/or giveaways at the festival
 - Opportunity to collect attendee data through opt-in cards, surveys, etc at the festival
- Company name and logo included in festival flyers
- Company name and logo included on the cover of the festival activity schedule handouts



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- Half page of the Company advertisement included in the festival activity schedule handouts
- Name and logo in the blast email to CACC mailing list of 1,000
- Logo and link on CACC and Chinese Festival website
- Acknowledgment during the festival
- Name and logo included in newspaper advertising

Jade Sponsor: \$5,000

- Company Name and Logo included in festival flyers
- Quarter page of the Company advertisement included in the festival activity schedule handouts
- Company flyer or product giveaways at the festival
- Logo and link on CACC and Chinese Festival website
- Acknowledgment during the festival
- Name and logo included in newspaper advertising

Pearl Sponsor: \$2,500

- Company name included in festival flyers and activity schedule handouts
- Logo and link on CACC and Chinese Festival website
- Company flyer or product giveaways at the festival

Bronze Sponsor: \$1,000

- Company name included in festival flyers and activity schedule handouts
- Logo and link on CACC and Chinese Festival website

