

Chinese Consolidated Benevolent Association – San Diego

A California Nonprofit Public Benefit Corporation

428 Third Avenue | San Diego, CA 92101

美國聖地牙哥中華會館

To our Community Partners:

Join us for the 42nd Annual San Diego Chinese New Year Fair (SDCNY) on February 8 and 9, 2025, in San Diego's Asian Pacific Historic Thematic District as we ring in the Year of the Snake! This iconic event began in 1983 and is the longest running Asian event in San Diego. Centered on vibrant cultural celebrations and family-friendly fun, we are excited to bring together 15,000 people to enjoy delicious food, exciting traditional lion and dragon dancing, fantastic performances and colorful artistic displays.

The SDCNY Fair represents a rich part of San Diego's history by enhancing the diversity of our city through traditions, culture and connections. We hope your organization will join us by becoming a sponsor!

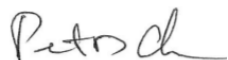
Please see the enclosure for sponsorship details. This year, we introduce some creative packages coupled with auspicious greetings. As customary in Chinese culture, homonyms are often used to as part of well-wishes, and we're hoping to bring you wonderful blessings with your generous sponsorship.

Sponsorship Levels:

- **Presenting Sponsor \$10,108** 一定一定發 These numbers make up a homonym that loosely translates to "Wishing you undeniable fortune!"
- **Supporting Sponsor \$6,688** 祿祿發發 These numbers make up a homonym that loosely translates to "Wishing you an abundance of prosperity and fortune!"
- **Firecrackers Sponsor \$3,838** 生發生發 These numbers make up a homonym that loosely translates to "Wishing you good energy and fortune!"
- **Lantern Sponsor \$1,628** 一路易發 These numbers make up a homonym that loosely translates to "Wishing you success in your pursuit of fortune!"

As a 501(c)(3), the Chinese Consolidated Benevolent Association (CCBA) relies on support from generous partners like you to ensure we can continue presenting important events like this. Thank you for your consideration!

Respectfully,



Peter D. Chu



Kathleen Dang

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CCBA President

CCBA Secretary & SDCNY Chair