

We invite you and your organization to join in the celebration by sponsoring the

## 42<sup>ND</sup> ANNUAL SAN DIEGO CHINESE NEW YEAR FAIR

February 8 & 9, 2025 | Downtown San Diego

# 新年快樂!

## HAPPY NEW YEAR!

Year of the Snake  
4723



The San Diego Chinese New Year (SDCNY) Fair is an annual celebration of Lunar New Year for the greater San Diego region. Presented by one of the oldest Chinese organizations in the area, the Chinese Consolidated Benevolent Association (CCBA), this signature event welcomes all locals as well as visitors to join in the festivities.

### Highlights & Fun Facts:

- Free admission
- 15,000+ expected attendees
- 50+ commercial booths
- Asian food vendors
- Lion and dragon dancers
- Lantern parades
- Martial arts
- Traditional music & dance
- Arts & crafts
- Children's activity area
- Special guests & emcees
- 42 years of history

CCBA is a 501(c)(3) nonprofit organization whose purpose is to provide benevolent, cultural, and educational programs to preserve Chinese identity and empower the community across generations.

For sponsorship and advertising opportunities, contact: MyMy Lu, CCBA Vice President @ mymy.lu@ccbasd.org

\*Deadlines apply for logo placements in our marketing materials. Confirm sponsorships by Dec 1, 2024 to meet deadlines for all print materials.

## SPONSORSHIP PACKAGES

### Platinum Snake | Presenting Sponsor \$10,108 一定一定發

- Everything in Golden plus:
- Title as Presenting Sponsor
- Name and logo in all media releases
- Three (3) opportunities to speak and introduce performances
- 10' x 20' booth
- 3 Social Media shoutouts

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### Golden Snake | Supporting Sponsor \$6,688 祿祿發發

- Everything in Silver plus:
- Acknowledgment and speaking opportunity at the opening ceremony
- Two (2) opportunities to speak and introduce performances
- Company logo featured prominently on the main stage
- 2 social media shoutouts

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### Silver Snake | Firecrackers Sponsor \$3,838 生發生發

- Everything in Bronze plus:
- Acknowledgment during performances
- 10' x 10' booth
- 1 social media shoutout
- Special photo opportunity with CCBA Lucky Lion Dancers

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### Bronze Snake | Lantern Sponsor \$1,628 一路易發

- Company logo in souvenir book
- Company logo on main stage
- Company logo on official T-shirt
- Recognition on website with link
- Company listed on posters & flyers

青銅蛇