

大休斯顿地区春节联欢晚会

HOUSTON CHINESE NEW YEAR
CELEBRATION SHOW



2023 年 1 月 22 日星期日 6:30PM - 8:30 PM

斯坦福中心

STAFFORD CENTRE

10505 CASH RD STAFFORD, TX 77477

SUNDAY, 01/22/ 2023 6:30PM - 8:30 PM

主办单位：中国人活动中心 CHINESE CIVIC CENTER



2023 EMBRACE SPRING MULTI-ARTS PERFORMANCE SHOW

CELEBRATING 2023 CHINESE NEW YEAR IN THE GREATER HOUSTON AREA

Stafford Center, 10505 Cash Rd, Stafford, TX 77477
Sunday, January 22nd, 2023 6:30 PM – 9:30 PM

Introduction

on January 22nd, 2023, the Chinese Civic Center (CCC) will host the 2023 “Embrace Spring” Multi Arts Performance Show, together with more than 60 organizations from the majority of Houston Chinese Associations, to celebrate the 2023 Chinese New Year Festival in the Greater Houston Area, in the Stafford Centre (10505 Cash Rd, Stafford, TX 77477). The VIP reception will be held at 5:00 p.m., one and a half hours before the show starts. More than 1000 people will be attending this event, including local business leaders, government officials, and Chinese community leaders. Your participation will help celebrate the cultural diversity in the Greater Houston Area, promote mutual understanding and friendship in the community, and strengthen the ties between the United States and China.

Every year in the past 15 years, the CCC puts on a Chinese New Year’s celebration show named “Embrace Spring”. It is the largest local Chinese New Year’s celebration show in the state of Texas and a famous brand loved by our local Chinese Americans. This will be the 11th performance show of “Embrace Spring”. The theme is “**Houston My Home**”, expressing that we have been working hard, living happily, making outstanding contributions in this diverse metropolis of Houston, and Houston is our home. There will be more than 150 performers among those many are well known artists from the Great Houston area or other state of US. The show consists of numerous acts such as Chinese folk music, traditional and modern dances, songs, operas, comedies, Kung Fu, etc. It is a family friendly show aimed to bring together the Chinese Americans during the Chinese New Year, promote Chinese traditions, and showcase Chinese art.

CCC is an IRS 501C(3) nonprofit organization (Tax ID: 76-0501683) established in 1995, serving Chinese-American community with over 250,000 people in the Greater Houston Area. The Center’s mission is to build a stronger community strength leadership, volunteerism, collaborative efforts, multi-cultural, art education and services. The center offered services to youth, seniors and families, serves 3000 people in any given week and is often the first stop for Chinese immigrants as they begin new lives in Houston Metropolitan. This event needs everyone’s support, we sincerely hope you can sponsor this event by invest in advertisement, becomes co-chair, name sponsor or buy tickets. Any sponsorship will be a generous support to CCC and will be greatly appreciated. The sponsor benefit detail will be specified in a separate sheet.

Sincerely yours,

Chen Huang

Chair of the Embracing Spring 2023
Email: Chuang@myvaluepower.com
Tel: 832-892-3333

Yichuan Fang

President of the Chinese Civic Center
Email: yichuan.fang@gmail.com
Tel: 404-889-0919



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Sponsorship Form

- ☐ A. Yes! We will sponsor **\$10,000** for the title sponsorship (full package will be given separately)
- ☐ B. Yes! We will sponsor **\$3,500** for one page of color advertisement on the **back cover** of program book, name on press releases and news report, 2 tickets for VIP and VIP reception
- ☐ C. Yes! We will sponsor **\$2,500** for one page of color advertisement on the inside of *the front (or back) cover* of program book, name on press releases and news report, 2 tickets for VIP and VIP reception
- ☐ D. Yes! We will sponsor **\$1,500** for the **back cover** of ticket, one page of color advertisement in the program book, name on press releases and news report, 1 ticket for VIP and VIP reception
- ☐ E. Yes! We will sponsor **\$1,000** for one page of color advertisement in the program book, name on press releases and new report, 1 VIP (or 2 D50) ticket and VIP reception
- ☐ F. Yes! We will sponsor **\$500** for half page of color advertisement in the program book, 1 D50 (or 2 D30) ticket(s)
- ☐ G. Yes! We will sponsor **\$500** for a booth table of advertisement, 1 D50 (or 2 D30) ticket(s)
- ☐ H. Yes! We will sponsor **\$300** for 1/4 page of color advertisement in the program book and 1 D30 ticket

Contact Name _____

Company Name _____

Address _____

Phone _____

Email _____

Please make check payable to: **Chinese Civic Center** and mail to:

Chinese Civic Center
Attn: 2017 Chinese New Year Performance
5905 Sovereign Dr., Houston, TX 77036.
Tel: 713-772-1133 Fax: 713-772-1399

**Your contribution is tax-deductible to the extent allowed by law.
The 501(C)(3) tax-exempt number is 76-0501683.**



2023 《拥抱春天》 大休斯顿地区春节联欢晚会

Stafford Center, 10505 Cash Rd, Stafford, TX 77477
Sunday, January 22nd, 2023 6:30 PM – 9:30 PM

春晚介绍

2023《拥抱春天》大型综艺晚会，是由中国人活动中心主办并有休斯顿地区 60 多家社团、文艺团体支持并参与的一项华人华侨欢度春节，喜迎新春的大型文艺活动。这将是《拥抱春天》的第 11 次春晚，主题是“休斯顿我的家”，想表达我们华人在休士顿这个多元化的大都市一直努力工作、快乐生活、杰出贡献，想通过《拥抱春天》这个平台表达我们华人对休士顿这个家的热爱。一路走来，在广大华人华侨的关怀和支持下，《拥抱春天》已经成为休斯顿华人华侨喜闻乐见，翘首以盼的品牌节目。

这次春晚时间是 2023 年 1 月 22 日星期天晚上 6:30-9:30 在 Stafford Centre, 10505 Cash Road, Stafford, TX 77477.

《拥抱春天》旨在增进华人社区，社团的友谊和联络，促进中美间的文化艺术交流与友谊。给广大文艺工作者，爱好者一个向华人华侨展示才艺的大舞台。它将给大休斯顿地区的各界朋友带来一场视听的饕餮盛宴。

今年的《拥抱春天》将整合来自休斯顿各个文艺团体，社团的多种形式的节目。节目包括中国民族音乐，歌曲，戏曲，舞蹈，小品，杂技等，由季家锦总导演和高晓慧艺术总监亲自打造全新风格的开场曲目，并邀请国内的著名歌手同台献艺。让我们一起期待吧。

中国人活动中心是国税局 IRS 501C(3) 非盈利机构，税号:76-0501683, 成立于 1995 年，服务于休斯顿地区 25 万多旅美华人。中心的宗旨是建立团结互助，多元文化，艺术教育等服务机制。中心每周都接待约 3000 人次，帮助了许多新移民在休斯顿安家落户。春晚活动需要每个人的支持，我们真诚地希望您可以赞助支持这一活动，做我们的共同主席，冠名赞助，登广告或者买票。您的任何支持都是对中国人活动中心和华人社区的大力支持，我们都很珍惜并深深地表示感谢！赞助明细在另一页里有详细说明。

黄琛

2023 大休斯顿《拥抱春天》春晚主席

邮箱: Chuang@myvaluepower.com

电话: 832-892-3333

方一川

中国人活动中心执行长

邮箱: yichuan.fang@gmail.com

电话: 404-889-0919



2023 《拥抱春天》 大休斯顿地区春节联欢晚会

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赞助表

我们愿意赞助以下

- ☐ A. 冠名赞助 \$10,000 (春晚最大化宣传赞助冠名赞助)
- ☐ B. 钻石赞助\$3,500 (节目册封底彩色广告, 赞助方的名字发表在新闻稿上, 以及 2 张 VIP 票和 VIP 酒会入场券)
- ☐ C. 钻石赞助\$2,500 (节目册封面或封底内页整页彩色广告, 赞助方的名字发表在新闻稿上, 以及 2 张 VIP 票和 VIP 酒会入场券)
- ☐ D. 黄金赞助\$1,500 (票背广告, 节目册整页彩色广告, 赞助方的名字发表在新闻稿上, 以及 1 张 VIP 或 2 张 D50 票和 VIP 酒会入场券)
- ☐ E. 黄金赞助\$1,000 (节目册整页彩色广告, 赞助方的名字发表在新闻稿上, 以及 1 张 VIP 或 2 张 D50 票和 VIP 酒会入场券)
- ☐ F. 白银赞助\$500 (节目册 1/2 页彩色广告, 以及 1 张 D50 的门票或 2 张 D30 的门票)
- ☐ G. 白银赞助\$500 (一个宣传摊位, 以及 1 张 D50 的门票或 2 张 D30 的门票)
- ☐ H. 黄铜赞助\$300 (节目册 1/4 页彩色广告, 以及 1 张 D30 的门票)

*广告除上面条款外, 还有以下宣传:

- 1 广告还保留在中国人活动中心网站《拥抱春天》栏目
- 2 网络或者报纸文字宣传 2 篇, 节目宣传和演出后鸣谢各一篇
- 3 赞助商在网络版晚会最后有鸣谢字幕广告显示
- 4 晚会在 YouTube 网络媒体有录播, 扩大广告宣传力度和影响力

联系人姓名 _____

公司名称 _____ 地址 _____

电话 _____ Email _____

支票抬头请写: Chinese Civic Center
并寄到以下地址:

Chinese Civic Center
Attn: 2022 Chinese New Year Performance
5905 Sovereign Dr., Houston, TX 77036.
Tel: 713-772-1133 Fax: 713-772-1399

在法律允许的范围内你的赞助是免税的。
我们 501(C)(3) 的免税号 (tax-exempt number) 是 76-0501683.