

2023

“第三届波士顿国际
亚洲音乐艺术节”
商务计划书

2023 BOSTON ASIAN
MUSIC FESTIVAL
BUSINESS PROGRAM
PROPOSAL

有没有听到自己蠢蠢欲动的心跳，它是在说：去找

0:16

3:37



这世界很大，除了彩虹的美好 >

/还有暗夜的微光，神圣的低吟，未知的风暴/

“波士顿国际亚洲音乐节”是由新月国际传媒、莱镇华协(CAAL)、贝镇华协(BCAA)、WeStar (Weston华协)、Acton华协以及波士顿国际传媒联合举办的文化活动。在连续两年中，该音乐节举办了四场多族裔文化交融的艺术盛宴，取得了巨大的成功。这一活动为当地社区带来了丰富多彩的文化体验，增进了各族裔之间的文化交流和理解，丰富了社区文化生活，同时也传播了多元文化。在相互尊重、平等、融合、热闹的气氛中，总观看量达15万，傲居波士顿全年音乐活动榜首。该活动被波士顿中文电视台评为“2022年度波士顿华人社区最受欢迎的文化艺术活动”，同时也获得了麻省文化司以及四个镇的文化司的肯定与支持。今年，我们将延续并扩大这一活动，为促进多族裔社区的文化交流，深入传播亚裔文化而作出更大的努力。

"The Boston International Asian Music Festival" is a cultural event jointly organized by New Moon International Media, Chinese American Association of Lexington (CAAL), Belmont Chinese American Association (BCAA), Westar (Weston Chinese Association), Acton Chinese-American Civic Society (ACACS), and Boston International Media. For two consecutive years, the festival has held four multicultural art events, which have achieved tremendous success. This event has brought rich and diverse cultural experiences to the local community, enhanced cultural exchange and understanding among different ethnic groups, enriched community cultural life, and also spread multiculturalism. In an atmosphere of mutual respect, equality, integration, and liveliness, the total viewing audience reached 150,000, ranking first among Boston's annual music events. The event was rated as "The Most Popular Cultural and Art Activity of the Boston Chinese Community in 2022" by Boston Chinese TV station and also received recognition and support from the Massachusetts Cultural Office and cultural offices of four towns. This year, we will continue and expand this event to make greater efforts to promote cultural exchange among multiethnic communities and to spread Asian culture in depth.



新月国际作为波士顿最有活动操作经验和品味的公益机构，将继续把关音乐节整台节目的制作水准。

我们非常感激这两年来各企业和个人对音乐节的赞助与支持。您的心虽然是一小步，却是为我们宣传和发扬亚裔文化助力的一大步。我们真诚负责地对待企业的爱心回报，这一点也得到了大家的认可。以下提供的宣传数可供您一目了然。

As a non-profit organization with the most experienced and tasteful event operation in Boston, New Moon International will continue to ensure the production quality of the entire program of the music festival.

We are very grateful for the sponsorship and support of various companies and individuals for the past two years. Your love, although a small step, has been a big step in helping us promote and carry forward Asian culture. We sincerely and responsibly treat the love and support from companies, which has also been widely recognized. The promotional data provided below can give you a clear understanding of the event.





线下辐射区域：大波士顿地区以及New Hampshire南部地区
线上辐射范围：全美及关注Up live 和Youtube的线上观众

现场观众：

四个town累计现场观看人数超4000人次

贝镇：500-600人

莱镇：1000 -1500人

Weston：1000-1500人

Acton：500-700人

宣传范围：

- 四场UP live直播，累计网上观看量约15万人次；（其中6月25日莱镇那场，仅仅Uplive在线观看人数就高达37800人）
- 四场BarTV&Youtube直播；观看人数约3.5万
- 各镇Belmont、Lexington，Acton电视台的媒体直播，观看人数约5000
- 电视台播出宣传：波士顿中文电视台、Belmont Media、Lexington Media、Acton TV 重播，平均每月观看近5000人次

Offline Coverage Area: Greater Boston Area and Southern New Hampshire

Online Coverage Range: The nationwide and online audience who follow Up life and on Youtube

On-site Audience:

A total of over 4,000 people attended the events in four towns:

Belmont: 500-600

Lexington: 1,000-1,500

Weston: 1,000-1,500

Acton: 500-700

Promotion Coverage:

- Four Up live broadcasts with a total online viewership of around 150,000 viewers. (Among them, the June 25th event in Lexington had 37,800 Up live viewers alone).
- Four BarTV & Youtube live broadcasts with around 35,000 viewers.
- Local TV media coverage from Belmont, Lexington, and Acton with around 5,000 viewers.
- TV broadcast promotion: Boston Chinese TV, Belmont Media, Lexington Media, and Acton TV rebroadcasts with an average of nearly 5,000 viewers per month.



-波士顿各中文公众号宣传

发稿: 26篇、Note 发稿两篇 (不含个人自媒体的发稿)
累计阅读量近10万

-英文媒体宣传

发稿: 8篇 (不含个人自媒体的发稿)
累计阅读量约2万

-视频号宣传+抖音宣传

发稿: 10篇
阅读量约5万

Boston Chinese social media promotion:

- 26 articles posted on various Chinese public accounts, including 2 posts on Note (excluding personal media), with a total of nearly 100,000 reads.
- 8 articles were posted on English media (excluding personal media), with a total of about 20,000 reads.
- 10 posts on video-sharing platforms and Douyin, with a total of about 50,000 views.





本着“来源于社区、服务于社区、回馈于社区”的宗旨，我们诚邀更多的企业与个人的参与。你们的支持是我们发展的动力。帮助社区加强亚裔文化影响的同时，2023年音乐节将在宣传规模、市场回馈上加大力度，四场音乐，为期两个月的宣传，为社区带来更多欢乐的同时，企业知名度也因为音乐节的网状覆盖，将获得了全面的提升。前两届冠名商企业的发展就是最好的佐证。目前时间和场地如下：

In line with the principles of "sourced from the community, serving the community, and giving back to the community," we sincerely invite more businesses and individuals to support our event. Your support is the driving force behind our development. While helping to strengthen the influence of Asian culture in the community, we will increase the scale of our promotion and market feedback for the 2023 music festival. With four concerts and a two-month promotional campaign, we will bring more joy to the community. As a result of the festival's widespread coverage, the brand recognition of participating businesses will also receive a comprehensive boost. The development of our previous two title sponsors is the best evidence of this. The current date and venue are as follows:

2023 | 06 | 17

LEXINGTON

Visitors Center at 1875 Massachusetts Ave, Lexington, MA 02420

2023 | 06 | 18

BELMONT

Payson Park at 288 Payson Rd., Belmont, MA 02478 (Tentative)

2023 | 06 | 24

ACTON

Nara Park in Acton at 25 Ledgerock Way, Acton, MA 01720

2023 | 06 | 25

WESTON

11 Town House Road, Weston, MA 02493





LEXINGTON 现场



BELMONT 现场



ACTON 现场



WESTON 现场





以上数据和现场部分图片，是我们给予商家的现场部分回报的呈现，也是我们诚邀您成为本次音乐节赞助商的一员的理由，相信有您的资金助力，我们会再次实现多赢！共赢！我们这次的合作媒体包括：

媒体合作：波士顿中文广播电视台（BARTV），波士顿第一名记，波士顿中文网，北美资讯网等公众号

媒体宣传协力：莱镇华协，贝镇华协，WeStar, Acton华协，新月国际

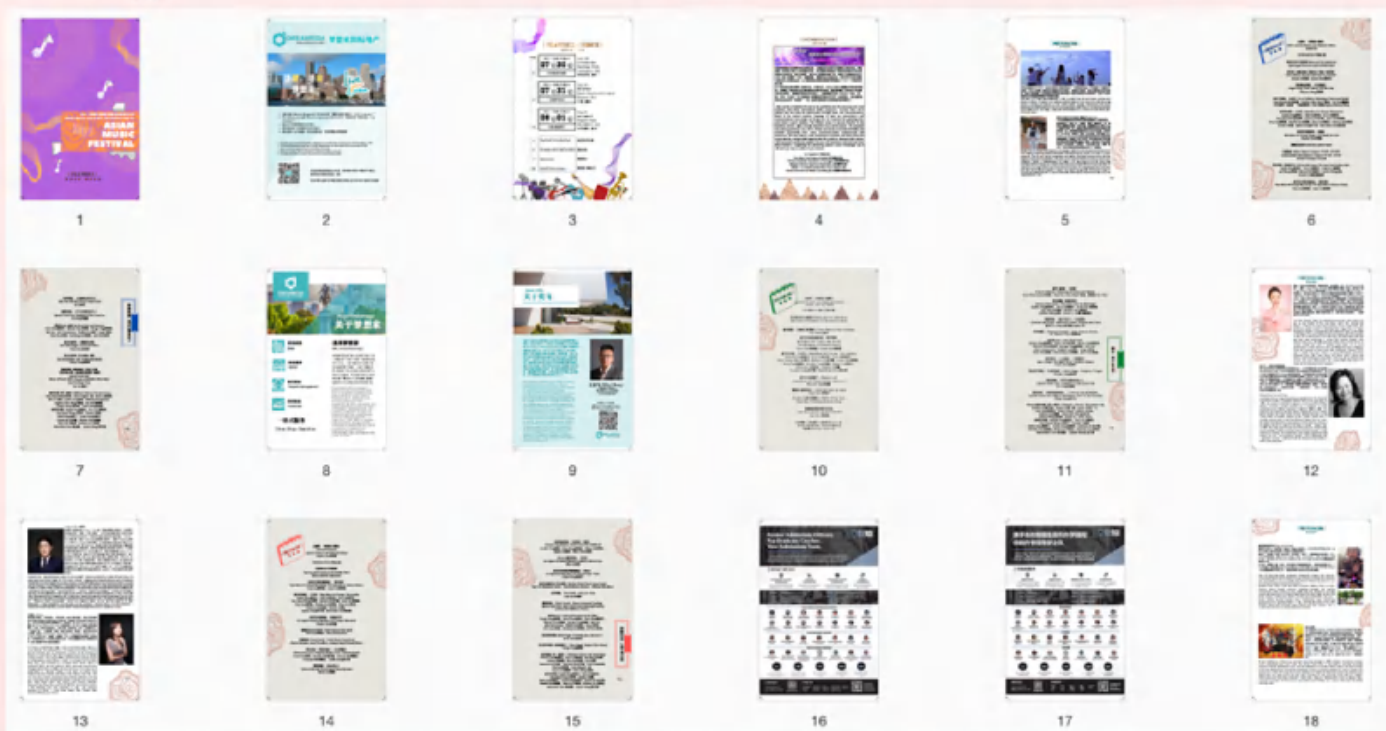
媒体投放：Facebook, Twitter 及全中文网平台

直播：YouTube, Up live, Belmont Media Center、Lexington media、

录播：BarTV、Acton media、Weston media、Belmont Media Center、Lexington media

We cordially invite you to join the Festival as a sponsor. This is a great opportunity to ensure another year of win-win outcomes through your sponsorship! The media who will cover the festival include below:

- Media collaborators: BARTV, WeChat Official Accounts (Boston First, Boston Chinese Media, and HelloUSA)
- Media PR collaborators: CAAL (Chinese American Association of Lexington), BCAA (Belmont Chinese American Association), WeStar, ACSCS (Acton Chinese American Civic Society), and New Moon International Media
- Social Media: Facebook, Twitter, and other Chinese social media
- Broadcasting platforms: YouTube, Uplive, Belmont Media Center
- Recording Broadcast: BarTV、Belmont Media Center、Lexington Media、Weston Media、Acton TV





商务赞助与回报方案

Sponsorship levels and benefits

1. 铜级赞助 (\$1,000赞助)

A. Bronze level (\$1,000 sponsorship)

作为音乐节铜级赞助商，您将获得如下品牌展示：

- 现场草地logo展示
- 纸质节目单宣传（一页，尺寸5.5”宽 x 4.2”高）
- 在四场音乐会设置摊位发放资料（资料企业自备）
- 恭贺视频播放（企业自己录制，长度10秒，要求横屏，像素起码为1920*1080）
- 背景板企业Logo展示
- 活动前、后各大媒体报道logo展示
- 主播现场感谢一次

As a Festival **Bronze Sponsor**, your company receives the following benefits:

- Lawn signs at the Festival locations
- Brand Recognition on the Festival Program page (bronze level -One page, sized at 5.5” wide x 4.2” tall)
- Pop-up Stand at the Festival's four locations to distribute collaterals (materials to be provided by the sponsor)
- Company showcase video playback via WeChat public account (to be provided by the sponsor- 10 seconds in length with horizontal orientation, minimum pixel required- 1920x1080)
- Logo on the stage backdrop poster
- Logo in all media reports of the Festival
- MC acknowledged of the business name once during the festival





2. 白银级赞助 (\$2,500赞助)

B. Silver level (\$2,500 sponsorship)

作为音乐节白银级赞助商，您将获得如下品牌展示：

- 所有以上A内容回馈
- 纸质节目单宣传（两页，尺寸5.5” 宽x 8.5” 高）
- 主播现场感谢增加一次

As a Festival Silver Sponsor, your company receives the following benefits:

- All the benefits included in A
- Brand Recognition on the Festival Program page (Silver level- two pages, sized at 5.5” wide x 8.5” tall)
- MC acknowledged of business name one more time during the festival
- One focus interview published in partner media

3. 黄金级赞助 (\$5,000赞助)

C. Gold level (\$5,000 sponsorship)

作为音乐节黄金级赞助商，您将获得如下品牌展示：

- 所有以上A+B内容回馈
- 纸质节目单宣传（两页，尺寸5.5” 宽x 8.5” 高）
- 主播现场感谢增加2次
- 一次宣传文案中特别鸣谢文字介绍

As a Festival Gold Sponsor, your company receives the following benefits:

- All the benefits included in A+B
- Brand Recognition on the Festival Program page (Gold level- two pages, sized at 5.5” wide x 8.5” tall)
- MC acknowledged of business name two more times during the festival
- One focus interview published in partner media





4. 铂金级赞助 (\$10,000赞助)

D. Platinum level (\$10,000 sponsorship)

作为音乐节铂金级赞助商，您将获得如下品牌展示：

- 所有以上A+B+C内容回馈
- 纸质节目单宣传（三页，每页尺寸5.5” 宽x 8.5” 高，封底页面logo展示）
- 音乐节礼包冠名（将在现场活动、网络直播、电视直播、纸媒宣传上显现）
- 文字专访报道一篇
- 现场采访露出

As a Festival Platinum Sponsor, your company receives the following benefits:

- All the benefits included in A+B+C
- Brand Recognition on the Festival Program page (Platinum level -Three pages, each page sized at 5.5” wide x 8.5” tall)
- Music festival gift package naming rights (will be displayed on-site events, online streaming, TV broadcasting, and print media promotion)
- A text interview report
- Live interview



2022 年海报样张
2022 flyer sample





5. 钻石级赞助 (\$20,000赞助)

E. Diamond level (\$20,000 sponsorship)

作为音乐节钻石级赞助商，您将获得如下品牌展示：

- 所有以上A+B+C+D回馈内容
- 现场企业领导人讲话（在每一场音乐节现场活动上）
- 作为音乐节总冠名商：（现场活动总冠名，网络直播总冠名，电视直播总冠名，纸媒宣传总冠名）
- 纸质节目单宣传（四页，每页尺寸5.5” 宽x 8.5” 高，可选择除封面和封底以外的任何页码）
- BARTV栏目专访一次

As a Festival Diamond Sponsor, your company receives the following benefits:

- All the benefits included in A, B, C and D
- Brand Recognition on the Festival Program page (Diamond level -Four pages, each page sized at 5.5” wide x 8.5” tall. Sponsor can pick any page number except the top and bottom cover)
- Business Leader speech during Festival Intermission (at all four concerts)
- Naming rights of the Music Festival, with Company name and Brand logo on all materials including all posters at the Festival locations, live streaming through the web and TV network, and all print media promotions and report
- One focus video interview by BARTV



2022 年海报样张
2022 flyer sample





赞助款支付方式可选择:

1. 支票及Wire transfer (preferred)-
Name: New Moon International Media Inc,
Address: 83 Spring Valley Rd, Belmont, MA 02478
Phone: (857) 269-6718
Routing number: 011500120
Account number: 1400711603
2. Venmo @NewMoon-International
3. PayPal- new.moon.int.org@gmail.com (not preferred)

Please use the below to send money-

1. 支票及Wire transfer (preferred)-
Name: New Moon International Media Inc,
Address: 83 Spring Valley Rd, Belmont, MA 02478
Phone: (857) 269-6718
Routing number: 011500120
Account number: 1400711603
2. Venmo @NewMoon-International
3. PayPal- new.moon.int.org@gmail.com (not preferred)

赞助商请将推广录像（长度 10秒，要求横屏，像素起码为 1920*1080），企业名称，高清标识，联系方式（做字幕）和电子版广告单页在 5月20号前电邮到 new.moon.int.org@gmail.com

Sponsors need to send the below materials to new.moon.int.org@gmail.com before **May 20th, 2023**

- Company showcase video (10 seconds in length with horizontal orientation, minimum pixel required-1920x1080)
- Company name
- Logo file (high resolution)
- Contacts (for closed captioning)
- The electronic file of the advertisement page (to be printed on the Festival Program)

