



IOWA ASIAN ALLIANCE

Sponsorship Guide

CelebrAsian | 2024



The Iowa Asian Alliance (IAA) is the largest and exclusive non-profit organization dedicated to uniting Asians, Asian Americans, and Pacific Islanders (AAPI) to nurture economic growth and broader community development within the state of Iowa. IAA's flagship event, CelebrAsian, is the annual Asian Heritage Festival held every May in commemoration of AAPI Heritage Month. This festival serves as a catalyst for businesses, organizations, and the public to connect with the most diverse and rapidly expanding minority group in the United States. Since IAA's inception in 2002, CelebrAsian has consistently expanded public awareness and appreciation for the cultural and economic contributions of our ethnic communities. This platform allows us to engage with an average of 65,000 attendees, proudly preserving, educating, and showcasing our culture and traditions. Much like CelebrAsian itself, the ongoing programs and activities offered by the smaller communities within IAA significantly contribute to enriching Iowa's economic, social, and cultural vitality.

CELEBRASIAN

21st ANNUAL ASIAN HERITAGE FESTIVAL

May 24-25, 2024 | 11 am - 10 pm | Western Gateway Park | Des Moines, Iowa



IOWA ASIAN ALLIANCE SPONSORSHIP LEVELS

Partnership Exposure	Presenting \$20,000+	Title \$15,000	Champion \$10,000	Leader \$5,000	Ambassador \$2,500	Friend \$1,500	Supporter \$100-\$1,000
Company listing on IAA website							
Promotions on IAA social media & newsletter							
On-site cultural Performance/presentation							

CelebrAsian Exposure	Presenting \$20,000+	Title \$15,000	Champion \$10,000	Leader \$5,000	Ambassador \$2,500	Friend \$1,500	Supporter \$100-\$1,000
VIP luncheon tickets	x15	x10	x8	x6	x4	x2	x1
Recognition on social media / marketing							
Exclusive exhibitor space	Exclusive 20'x20'	Co-host 20'x20'	Co-host 10'x20'	Village 10'x10'	Exhibit 10'x10'		
Exclusive naming rights	Main Stage & Festival Co-Host	Hospitality & Festival Experiences	Festival Exhibits & Programs	Festival Activities			
Printed festival materials/banners	Logo	Logo	Logo	Listing			
Company logo on commemorative items	Logo	Logo	Logo	Listing			
Apparel	x20	x15	x10	x5			
On-stage recognition and remarks	Opening Remarks	Remarks	Remarks	Recognition			

Join us in supporting and fostering a thriving segment that is full of rich culture, traditions, and opportunities.

PURPOSE:

- Increase public awareness and appreciation for the cultural and economic contributions Asian American Pacific Islander (AAPI) communities have made to the State of Iowa.
- Provide an opportunity for AAPI communities to preserve and cultivate knowledge and pride in their own customs and traditions.
- Create opportunities for businesses, organizations, and the public to connect to the most diverse and fastest growing minority group in the United States according to the 2020 U.S. Census Bureau data.

CelebrAsian by the Numbers:

- Over 75+ vendors and organizations participate annually.
- CelebrAsian 2022 was a record breaking year with over 80,000 attendees and counting!
- 12-15 ethnic communities are represented annually.
- 25+ Volunteer Leaders & 400+ Volunteers to make CelebrAsian possible.

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Data Source: IowaDataCenter.org
& CelebrAsian Festival Report

SPONSORSHIP AGREEMENT

2024 IAA CelebrAsian Invoice

IAA Foundation Federal Tax ID# 20-0557881



IOWA ASIAN ALLIANCE

CONTACT INFORMATION

Company/Organization: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Please check sponsorship level commitment

Presenting (\$20,000+)

Champion (\$10,000)

Ambassador (\$2,500)

Supporter (\$100-1000)

Title (\$15,000)

Leader (\$5,000)

Friend (\$1,500)

\$ _____

Signature of Agreement: _____

Date: _____

This contract serves an agreement between the parties listed. All payments are nonrefundable. If payment in this contract is not received by IAA within 30 business days of signed agreement, IAA reserves the right to terminate its obligations under this contract and offer this opportunity to other parties. Opportunities can only be held by submitting this completed agreement. Signature below constitutes agreement to the terms, conditions, and regulations specified in this contract.

PAYMENT OPTIONS

Mail Check

Please make checks payable to Iowa Asian Alliance. Mail check along with agreement to IAA's billing address:

Diversified Management Services

Attn: IAA CelebrAsian

6919 Vista Drive, West Des Moines, IA 50266

ACH Payment

Credit Card Payment

To process ACH or credit card payments, please contact Iowa Asian Alliance's accounting at 515.282.8192, M-F between 8am and 4pm. Please note all credit card payments will incur an additional 3% processing fee. Thank you!

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CONTACT US: Nu Huynh, Executive Director, Iowa Asian Alliance | IAAadmin@iowaasianalliance.com | 515-770-1026