



IOWA ASIAN ALLIANCE

Sponsorship Guide

CelebrAsian | 2023



YEARS OF CELEBRASIAN

FOOD. DRINK. MUSIC. DANCE. CULTURE.

Iowa Asian Alliance (IAA) is the only and largest non-profit to unite diverse Asians, Asian Americans, and Pacific Islanders (AAPI) with the purpose of fostering economic growth and broader community development within the state of Iowa. One of IAA's signature events is CelebrAsian, the annual Asian Heritage Festival, that takes place every May in honor of AAPI Heritage Month. The festival creates opportunities for businesses, organizations, and the public to connect to the most diverse and fastest growing minority group in the United States (2020 U.S. Census Bureau data). Since 2002, CelebrAsian continues to increase public awareness and appreciation of the cultural and economic contributions of our ethnic communities. It allows us to engage with over 50,000 people—to proudly preserve, educate, and showcase our culture and traditions. Like CelebrAsian itself, the ongoing programs and activities offered by the individual smaller communities help enrich the economic, social and cultural vitality in Iowa.



CELEBRASIAN

20TH ANNIVERSARY | JEWELS OF ASIA

May 26-27, 2023 | 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 Center	Health & Wellness, VIP, Welcome	Village, Culinary, Volunteer, 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 50+ vendors and organizations participate annually.
- CelebrAsian 2022 was a record breaking year with over 80,000 attendees and counting!
- 12-15 ethnic communities represented annually.
- 25+ Volunteer Leaders & 500+ Volunteers to make CelebrAsian possible.



CELEBRASIAN
20TH ANNUAL ASIAN HERITAGE FESTIVAL
May 26-27, 2023 | 11 am - 10 pm
Western Gateway Park | Des Moines, Iowa

Data Source: IowaDataCenter.org
& CelebrAsian Festival Report

SPONSORSHIP AGREEMENT

2023 IAA CelebrAsian Invoice

IAA Foundation Federal Tax ID# 20-0557881



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 as 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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