



Celebrating @ Year of the Horse International Village Mall 國際村迎新歲賀馬年



30th January (Thurs) to 2nd February 2014 (Sun)

Why You Have to Sponsor

The annual Chinese New Year of the at International Village is known as one of the largest and longest-standing Chinese New Year festivals in the Lower Mainland, with exciting stage performances by the hour and exhibits throughout the two levels of the mall.

Last year, the event attracted over 120,000 patrons in just a matter of 27 hours!

In addition to exhibition/retail booths showcasing Chinese New Year festive items, variety show and stage performances such as hip hop dancing and Chinese Kung Fu demonstration on the main floor, free lucky draw offers event attendees a chance to win great prizes donated from our tenants, sponsors, and community partners. In the forthcoming New Year Celebration of the Horse, we have added a festive Chinese New Year Heritage Village on the upper level of the mall, displaying the true colour of traditional livelihood, arts and culture, and culinary delights of Chinese New Year from different provinces of China.

Our annual Chinese New Year celebration draws participants from all over the Lower Mainland and helps to foster stronger cultural awareness and harmony in the community. Located at the gateway of the historic Chinatown in Vancouver, the International Village Mall is the start and end point for the famed Chinese New Year Parade which is going to take place on the Sunday (2nd Feb 2014) after Chinese New Year. It is one of the largest parades in Vancouver with more than 5,000 performers and attracted almost 70,000 spectators along the route in a day in the past year.

Our event offers sponsorship opportunities to fit Every Budget! Our goal is to work with you and your organization to achieve the following:

Direct Customer Contact & Relations:

Sponsor booths, located throughout the shopping centre, is a major component of the Chinese New Year festival, helping our valued sponsors to connect with hundreds of thousands of attendees, generating sales leads and brand recognition.

Exposure in the Community:

From pre-event to post-event, we provide our sponsors with a varied mix of media and onsite publicity.

Public Relations:

Sponsor participation is welcomed at the press conference and the opening ceremony, as well as inclusion in the lucky draw and/or audience interaction on stage, helping our esteemed sponsors to establish and maintain their relationship with the public.

We can work with you to create the perfect sponsorship package to suit your needs and budget.



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30th January (Thurs) to 2nd February 2014 (Sun)

EXCLUSIVE SPONSORSHIP PACKAGES:

PRESENTING SPONSOR (\$8,000 Cash)

MAIN STAGE SPONSOR (\$5,000 Cash)

VOLUNTEER SPONSOR (\$3,500 Cash or \$12,000 Promotional Value)

	PRESENTING	MAIN STAGE	VOLUNTEER
Sponsorship Contribution	\$8,000 Cash	\$5,000 Cash	\$3,500 Cash or \$12,000 Promotion Value
Naming Right	Of Event	Of Stage	---
Exclusivity	Yes	Yes	Yes
Logo Placement	With Event Logo	High	T-Shirt
Corporate Banners	6	4	2
Booth	2	2	1
Advertising on Exterior LED	From confirmation date to end of Feb 2014	From confirmation date to end of Feb 2014	From confirmation date to end of Feb 2014
Advertising on In Mall LED	From confirmation date to end of Mar 2014	From confirmation date to end of Mar 2014	From confirmation date to end of Mar 2014
Opening Ceremony	1	1	1
VIP Reception	8	5	2
Survey Input	2 Questions	1 Question	1 Question
Website	Hotlink & Logo 50 Words	Hotlink & Logo 25 Words	Hotlink & Logo
Program (logo)	With Event Logo	High	Mid-High
Company PR	Mention in all Press Releases	Mention in all Press Releases	Mention in all Press Releases
Stage Time	15 Mins/twice/Day	15 Mins/Day	15 Mins/Day



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PRESENTING SPONSOR Sponsorship Amount: \$8,000 Cash

BENEFITS:

Naming Right

The event will be named after the Presenting Sponsor in both its English and Chinese titles. The Presenting Sponsor's logo will form part of the event name and logo. The approved name and logo will appear in all forms of media promotions and exposure as well as all printed and promotional materials (i.e. event posters, banners, stage backdrop, ads, t-shirts).

Industry Exclusivity

Sole privilege to industry exclusivity as the Presenting Sponsor in one category named by the sponsor and agreed by both parties. First right of refusal in 2015 Chinese New Year Celebration at International Village Mall.

Exposure in Event Advertising and Promotional Materials

Sponsor logo will form part of the event name in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event. Sponsor logo will also be advertised on both exterior (above McDonald Entrance) and on all in-mall LED screens of the International Village Mall from date of confirmation to the end of Feb 2014 and end of March 2014 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca. Sponsor is entitled to a 50-words description following logo.

Public Relations

Information of the sponsor will be included in all press releases and announcements in the media leading up to the event. Sponsor logo will form part of the event name on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony and VIP Reception. Sponsor logo will form part of the event name on event program.

Corporate Banners

Six (6) corporate signs and/or banners from the Presenting Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) senior executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony and to address attendees (speech limited to two (2) minutes).

Corporate Privileges

Eight (8) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition and Advertising

The Presenting sponsor will have prime booth location equivalent to two (2) 8x10' booth space.

Audience Interaction

Presenting Sponsor is entitled to 15 minutes stage time, twice per day. Content and time slot to be approved by the Event Organizer three (3) weeks prior to event.



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30th January (Thurs) to 2nd February 2014 (Sun)

MAIN STAGE SPONSOR Sponsorship Amount: \$5,000 Cash

BENEFIT:

Naming Right

The centre court stage will be named after the Main Stage sponsor in both its English and Chinese titles. The Main Stage Sponsor logo will be displayed prominently as part of the stage.

Industry Exclusivity

Sole privilege to industry exclusivity as the Main Stage Sponsor in one category named by the sponsor and agreed by both parties. First right of refusal in 2015 Chinese New Year Celebration at International Village.

Exposure in Event Advertising and Promotional Materials

High logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event. Sponsor logo will also be advertised on both exterior (above McDonald Entrance) and on all in-mall LED screens of the International Village Mall from date of confirmation to the end of Feb 2014 and end of March 2014 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca. Sponsor is entitled to a 25-words description following logo.

Public Relations

Information of the sponsor will be included in all press releases and announcements in the media leading up to the event. High logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. High logo positioning on event program.

Corporate Banners

Four (4) corporate signs and/or banners from the Main Stage sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One senior executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Five (5) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Main Stage sponsor will have prime booth location equivalent to two (2) 8x10' booth space.

Audience Interaction

Presenting Sponsor is entitled to 15 minutes stage time per day. Content and time slot to be approved by the Event Organizer three (3) weeks prior to event.



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30th January (Thurs) to 2nd February 2014 (Sun)

VOLUNTEER SPONSOR

Sponsorship Amount: \$3,500 Cash or \$12,000 Promotional Value

BENEFITS:

Industry Exclusivity

Sole privilege to industry exclusivity as the Volunteer Sponsor in one category named by the sponsor and agreed by both parties. First right of refusal in 2015 Chinese New Year Celebration at International Village Mall.

Exposure in Event Advertising and Promotional Materials

Mid-low logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event. Volunteer and staff event t-shirts will feature the Volunteer Sponsor logo. Volunteer Sponsor logo will also be advertised on both exterior (above McDonald Entrance) and on all in-mall LED screens of the International Village Mall from date of confirmation to the end of Feb 2014 and end of March 2014 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca.

Public Relations

Information of the sponsor will be included in all press releases and announcements in the media leading up to end of the event. Mid-low logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Mid-low logo positioning on event program.

Corporate Banners

Three (3) corporate signs and/or banners from the Volunteer Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) senior executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony and to address attendees (speech limited to two (2) minutes).

Corporate Privileges

Two (2) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Volunteer Sponsor will have prime booth location equivalent to one (1) 8x10' booth space.

Audience Interaction

Presenting Sponsor is entitled to 15 minutes stage time per day. Content and time slot to be approved by the Event Organizer three (3) weeks prior to event.

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NON EXCLUSIVE SPONSORSHIP PACKAGES:

GOLD SPONSOR	(\$5,000 Cash)
SILVER SPONSOR	(\$3,000 Cash)
BRONZE SPONSOR	(\$1,500 Cash)

	GOLD	SILVER	BRONZE
Sponsorship Contribution	\$5,000 Cash	\$3,000 Cash	\$1,500 Cash
Exclusivity	1/Industry	---	----
Logo Placement	Mid High	Mid	Mid-Lower
Corporate Banners	3	2	1
Booth	2	1	1
Advertising on Exterior LED	From confirmation date to end of Feb 2014	From confirmation date to end of Feb 2014	----
Advertising on In Mall LED	From confirmation date to end of Mar 2014	From confirmation date to end of Mar 2014	From confirmation date to end of Mar 2014
Opening Ceremony	1	1	1
VIP Reception	5	3	2
Survey Input	1 Question	---	----
Website	Hotlink & Logo 25 Words	Hotlink & Logo	Hotlink & Logo
Program (logo)	Mid High	Mid	Mid-Low
Company PR	Mention in all Press Releases	Mention in all Press Releases	Mention in all Press Releases
Stage Time	15 Mins/Day	10 Mins/Day	----



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30th January (Thurs) to 2nd February 2014 (Sun)

GOLD SPONSOR Sponsorship Amount: \$5,000 Cash

BENEFITS:

Industry Exclusivity

Sole privilege to industry exclusivity for each sponsor as the Gold Sponsor in one category named by the sponsor and agreed by both parties.

Exposure in Event Advertising and Promotional Materials

Mid-High logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event. Gold Sponsor logo will also be advertised on both exterior (above McDonald Entrance) and on all in-mall LED screens of the International Village Mall from date of confirmation to the end of Feb 2014 and end of March 2014 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca. Gold Sponsor is entitled to 25 words description following logo.

Public Relations

Information of the sponsor will be included in all press releases and announcements in the media leading up to end of the event. Mid-High logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Mid-High logo positioning on event program.

Corporate Banners

Three (3) corporate signs and/or banners from the Gold sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Five (5) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Gold sponsor will have prime booths location equivalent to two (2) 8x10' booth space.

Audience Interaction

Gold sponsor is entitled to 15 minutes stage time per day. Content and time slot to be approved by the Event Organizer three (3) weeks prior to event.



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SILVER SPONSOR

Sponsorship Amount: \$3,000 Cash

BENEFITS:

Exposure in Event Advertising and Promotional Materials

Mid-level logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event. Silver Sponsor logo will also be advertised on both exterior (above McDonald Entrance) and on all in-mall LED screens of the International Village Mall from date of confirmation to the end of Feb 2014 and end of March 2014 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca.

Public Relations

Information of the sponsor will be included in all press releases and announcements in the media leading up to end of the event. Mid logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Mid logo positioning on event program.

Corporate Banners

Two (2) corporate signs and/or banners from the Silver Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Three (3) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Silver Sponsor will have prime booth location equivalent to one (1) 8x10' booth space.

Audience Interaction

Silver Sponsor is entitled to 15 minutes stage time on one day. Content and time slot to be approved by the Event Organizer three (3) weeks prior to event.



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BRONZE SPONSOR Sponsorship Amount: \$1,500 Cash

BENEFITS:

Exposure in Event Advertising and Promotional Materials

Mid-lower logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event. Bronze Sponsor logo will also be advertised on all in-mall LED screens of the International Village Mall from date of confirmation to the end of March 2014. Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca.

Public Relations

Information of the Bronze Sponsor will be included in all press releases and announcements in the media leading up to end of the event. Mid-lower logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Mid-low logo positioning on event program.

Corporate Banners

One (1) corporate sign and/or banner from the Bronze Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Two (2) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Bronze sponsor will have prime booth location equivalent to one (1) 8x10' booth space.



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MEDIA SPONSORSHIP PACKAGES

GOLD MEDIA SPONSOR (\$18,000 Promotion Value)

SILVER MEDIA SPONSOR (\$12,000 Promotion Value)

BRONZE MEDIA SPONSOR (\$ 8,000 Promotion Value)

	GOLD MEDIA	SILVER MEDIA	BRONZE MEDIA
Sponsorship Contribution	\$18,000 Promotion Value	\$12,000 Promotion Value	\$8,000 Promotion Value
Logo Placement	Mid	Mid- Low	Mid - Lower
Corporate Banners	2	1	1
Booth	1	1	1
Opening Ceremony	1	1	1
VIP Reception	6	4	2
Program (logo)	Mid	Mid - Low	Mid - Lower
Website	Hotlink & Logo	Hotlink & Logo	Hotlink & Logo
Company PR	Mention in all Press Releases	Mention in all Press Releases	Mention in all Press Releases



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30th January (Thurs) to 2nd February 2014 (Sun)

GOLD MEDIA SPONSOR

Sponsorship Amount: \$18,000 Promotional Value

BENEFITS:

Exposure in Event Advertising and Promotional Materials

Middle logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to the event.

Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca.

Public Relations

Information of the Gold Media Sponsor will be included in all press releases and announcements in the media leading up to end of the event. Middle logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Middle logo positioning on event program.

Corporate Banners

Two (2) corporate signs and/or banners from the Gold Media Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Six (6) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Gold Media Sponsor will have a booth location equivalent to one (1) 10' x 6' booth space.



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30th January (Thurs) to 2nd February 2014 (Sun)

SILVER MEDIA SPONSOR

Sponsorship Amount: \$12,000 Promotional Value

BENEFITS:

Exposure in Event Advertising and Promotional Materials

Mid-low logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event.

Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca.

Public Relations

Information of the Silver Media Sponsor will be included in all press releases and announcements in the media leading up to end the event. Mid-low logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Mid-low logo positioning on event program.

Corporate Banners

One (1) corporate sign and/or banner from the Silver Media Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Four (4) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Silver Media Sponsor will have a booth location equivalent to one (1) 10' x 6' booth space



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BRONZE MEDIA SPONSOR

Sponsorship Amount: \$8,000 Promotional Value

BENEFITS:

Exposure in Event Advertising and Promotional Materials

Mid-lower logo positioning in all print, radio, television and online media which includes festival posters, décor and announcements at high profile events in the Asian community in the months leading up to end of the event.

Logo with hot link to website named by the sponsor and agreed by both parties on event website www.internationalvillagemall.ca.

Public Relations

Information of the Bronze Media Sponsor will be included in all press releases and announcements in the media leading up to end of the event. Mid-lower logo positioning on VIP invitations to be sent to dignitaries and politicians for the Opening Ceremony VIP Reception and Opening Ceremony. Mid-lower logo positioning on event program.

Corporate Banners

One (1) corporate sign and/or banner from the Bronze Media Sponsor will be prominently displayed in highly exposed areas to gain maximum exposure.

Opening Ceremony

One (1) executive will be invited to the Opening Ceremony and officiate the lion's eye dotting ceremony.

Corporate Privileges

Two (2) VIP invitations to the Opening Ceremony VIP Reception.

Onsite Exhibition

The Bronze Media sponsor will have a booth location equivalent to one (1) 10' x 6' booth space.