

ABOUT THE ANNUAL MALDEN LUNAR NEW YEAR CELEBRATION

Every year, the Chinese Culture Connection proudly hosts the Malden Lunar New Year Celebration, honoring the culturally significant Lunar New Year celebrated all around the world. This event stands as a cornerstone of our commitment to **fostering** cross-cultural understanding, **embracing** diversity, and **bridging** cultural gaps **through the universal language of art**.

Over the past 14 years, it has grown to become **one of the largest events of its kind in Greater Boston**, extending its reach to **neighboring cities and towns** such as Cambridge, Everett, Medford, Melrose, Revere, Saugus, Stoneham, Somerville, Wakefield, and beyond.



Event Highlights

- **Free admission** and suitable for **all ages**.
- Brings in **800 to 1,000 participants** from Greater Boston annually.
- Presents **20+ festival performances** on the main stage.
- Hosts a **Lunar New Year Fair** featuring **10 to 15** businesses and organizations from Malden and neighboring cities, alongside arts and crafts activities.



JOIN OUR CIRCLE OF SUPPORTERS

Increased Brand Exposure

- Forge connections with **Asian communities** in Malden and its neighboring cities.
- Establish rapport with our extensive network of **10,000+** constituents from diverse backgrounds.
- Leverage **bilingual event-specific marketing across multiple platforms** (website, press release, email newsletters, Facebook, Instagram, and WeChat) to maximize online presence.

Audience Engagement

- Engage event attendees directly through **demonstrations, giveaways, and interactive activities** to ignite interest, drive conversations, and gather valuable insights.

Networking Opportunities

- Build relationships with **community influencers, dignitaries, and neighboring businesses**, unlocking avenues for potential collaborations and partnerships.

EVENT SPONSORSHIP LEVELS & BENEFITS

We thank you for your support and look forward to collaborating with you.

	Diamond \$5,000	Gold \$2,000	Silver \$1,000	Bronze \$500
Logo placement on the primary event website with a link to sponsor website of choice	√	√	√	√
Logo & name recognition in all event marketing materials (posters, social media, event newsletters, etc.)	√	√	√	√
Recognition in program book	√	√	√	√
Ad placement in program book	Full-page color ad	Full-page color ad	Full-page color ad	Half-page color ad
Special recognition during opening remarks, intermissions, and closing.	√	√	√	√
Vendor booth (incl. 6' table, 2 chairs)	√	√	√	√
Logo recognition on event signage at the entrance and the main stage screen	√	√	√	
Sponsor logo to be printed on souvenirs distributed to attendees upon entry to the event	√	√		
Two (2) dedicated posts on social media accounts (expected to reach 15,000+ people)	√	√		
Speaking opportunities during opening remarks	√			
Opportunity to host the Lunar New Year Stamp Unveiling Ceremony during the event with Mayor of Malden	√			

VENDOR BOOTHS & PROGRAM ADS

Vendor booth (incl. 6' table, 2 chairs)	\$150	Please send your high-resolution ad (PDF & PNG formats are both acceptable) to Jinghe Zhong, Communications and Events Coordinator, at jinghez@chinesecultureconnection.org
Full-page color ad (4.5" W × 7.5" H)	\$250	
Half-page color ad (4.5" W × 3.75" H)	\$150	
1/4-page color ad (4.5" W × 1.85" H)	\$100	

Please make checks payable to the **Chinese Culture Connection Inc.** and mail them to
109 Mountain Ave, #236, Malden, MA 02148
For more information or questions, please contact: info@chinesecultureconnection.org

ABOUT THE CHINESE CULTURE CONNECTION

The Chinese Culture Connection (CCC) is a **501c(3) non-profit organization** founded in **1985** in **Reading, MA**. In **1999**, we relocated to **Malden** at the invitation of former mayor Richard C. Howard to support the growing Asian population there and to build connections between Asians and the diverse Malden community and its surrounding cities.

Our Mission

Through diverse educational programs, cross-cultural dialogues, and special events, we

- **empower** Chinese immigrants and Chinese descendants of Greater Boston to **appreciate and retain** their heritage and **develop** bicultural fluency, and
- **enrich** others with a deeper understanding of Chinese language and culture.

