

2024 ANNUAL SPONSORSHIP PROGRAM



February 2024

15th Annual Malden Lunar New Year Celebration

April 2024

19th Annual Gala & Awards Ceremony

November 2024

10th Annual Thanksgiving Ping Pong Tournament

CHINESE CULTURE CONNECTION MAJOR EVENTS IN 2024

15th Annual Malden Lunar New Year Celebration

February 3, 2024 | Malden High School

For 14 years, the **Malden Lunar New Year Celebration** has served as a unique window into the depth and vibrancy of Asian cultures. Open to **all ages**, this **free** event offers **20+ festival performances** and a **lively fair** that brings together neighboring businesses and organizations, alongside engaging arts and crafts activities.

As **one of the largest events of its kind in Greater Boston**, this celebration annually attracts **800 to 1,000 participants** from across the region.



19th Annual Gala & Awards Ceremony

April 6, 2024

The **Annual Gala & Awards Ceremony** stands as our flagship fundraising event each year. This is an occasion where we **honor four distinguished individuals** who have contributed tirelessly to the betterment of our society and embody the ethos of community engagement, diversity and inclusion, and cross-cultural understanding. We welcome all those passionate about our cause to join us for an evening featuring **authentic Chinese Cuisines, live and silent auctions**, and **entertainment infused with Chinese cultural elements**.



10th Annual Thanksgiving Ping Pong Tournament

November 2024 | Malden High School

Each year, our **Thanksgiving Ping Pong Tournament** brings together **200+ ping pong enthusiasts**, spanning **ages 8 to over 70**, from **15+ cities and towns** across Greater Boston and beyond. As we approach its 10th anniversary in 2024, this endeavor continues its commitment to **promoting** an active lifestyle, **nurturing** friendships across diverse cultures, and **fostering** connections among different generations.



BECOME OUR ANNUAL SPONSORS

- Guaranteed visibility within **Asian communities** in Malden and neighboring cities.
- Recurring exposure to our extensive network of **10,000+ constituents from diverse backgrounds**.
- **Bilingual event-specific marketing** across multiple platforms to maximize online presence.
- **Streamlined sponsorship process** that saves you time and effort – complete the paperwork once, and you're all set for the year.
- **Direct audience engagement** through demonstrations, product sampling, giveaways, and interactive activities to ignite interest, drive conversations, and produce valuable insights.
- Rapport building with **community influencers, dignitaries, and neighboring businesses**, unlocking avenues for potential collaborations and partnerships.



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.

Today, we proudly orchestrate a diverse array of **100+ events annually**, reaching out to **10,000+ individuals spanning various backgrounds and age groups**. We remain committed to:

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

SPONSORSHIP LEVELS & BENEFITS

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

	Diamond \$15,000	Platinum \$10,000	Ruby \$5,000	Sapphire \$2,500
Vendor booth (incl. 6' table, 2 chairs) at the Lunar New Year Celebration and Ping Pong Tournament	✓	✓	✓	✓
Logo placement on event websites 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	✓	✓	✓	✓
Full-page color ad placement in program books	✓	✓	✓	✓
Special recognition during event openings, intermissions, and closings	✓	✓	✓	✓
Complimentary gala tickets	10	8	4	2
Logo recognition on event signage	✓	✓	✓	✓
Dedicated social media post(s) across the year (estimated outreach of 7,500 to 12,000 people per post)	4	3	2	1
Sponsor logo to be printed on event souvenirs distributed to attendees upon entry to events	✓	✓	✓	
Speaking opportunities during event openings	✓	✓		
Opportunity to host the Lunar New Year Stamp Unveiling Ceremony during the Lunar New Year Celebration with Mayor of Malden	✓	✓		
Logo and name recognition in all marketing materials, extending beyond event-specific promotion	✓			
Sponsor's branded materials distribution at all events	✓			

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



www.ChineseCultureConnection.org

[Facebook & Instagram](#)

Chinese Culture Connection

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