

CHINESE CULTURE CONNECTION ANNUAL SPONSORSHIP PROGRAM

The Chinese Culture Connection (CCC) **empowers** Chinese immigrants and Chinese descendants of the Greater Boston Area to **appreciate** and **retain** their heritage and **develop** bicultural fluency, and **enriches** others with a deeper understanding of Chinese language and culture.

We offer an array of opportunities for you to give, celebrate, and be a part of our efforts to preserve our community's Chinese cultural heritage and foster cross-cultural understanding. Whether it is a small or a large gift, we deeply appreciate your generous support!

What are the benefits of our **Annual Sponsorship Program**?

- Guaranteed visibility for your company within the Chinese community in Malden and neighboring cities.
- Streamlined sponsorship process that saves your time and efforts – complete the paperwork once, and you are set for the year.
- Simplify your selection of the best-suited sponsorship package.
- Choosing which events to sponsor can be a daunting task. Now you can put an end to those concerns!
- Recurring exposure to our network of 10,000+ constituents.

STANDARD BENEFITS FOR ALL SPONSORS

- Booth at the Lunar New Year Celebration and Ping Pong Tournament
- Recognition on the CCC website and in selected marketing materials
- Logo placement on the Ping Pong Tournament on-site banner
- Full-page color ad placement in the Lunar New Year Celebration and Gala program books
- 2 complimentary tickets to attend the Gala
- Recognition during all event openings and intermissions

PEARL - \$1,500

- Standard benefits for all sponsors

JADE - \$2,000

Pearl sponsors' benefits, plus

- A team named after your company at the Ping Pong Tournament
- Logo placement on the Lunar New Year Celebration on-site banner and Ping Pong Tournament T-shirts

SAPPHIRE - \$3,000

Jade sponsors' benefits, plus

- 2 extra complimentary tickets (4 in total) to attend the Gala
- Opportunity to award medals to one of the winning categories of the Ping Pong Tournament

RUBY - \$5,000

Sapphire sponsors' benefits, plus

- Sapphire sponsors' branding benefits
- 4 extra complimentary tickets (8 in total) to attend the Gala
- Speaking opportunity at the Lunar New Year Celebration

2023-2024 CCC ANNUAL EVENTS

9th Annual "Thanksgiving" Ping Pong Tournament

Saturday, November 18, 2023

Malden High School Gymnasium

15th Annual Lunar New Year Celebration

Saturday, February 03, 2024

Malden High School Jenkins Auditorium

19th Annual Gala & Awards Ceremony

April, 2024

PLATINUM - \$10,000

Ruby sponsors' benefits, plus

- 2 extra complimentary tickets (10 in total) to attend the Gala
- Opportunity to stand on stage during the Lunar New Year Stamp Unveiling Ceremony
- Recognition of a sponsor for the CCC's **ongoing documentary project, "Power of Ping Pong"**

DIAMOND - \$15,000

Platinum sponsors' benefits, plus

- Speaking opportunities at the Ping Pong Tournament and Gala
- Speaking opportunity at the **"Power of Ping Pong" Documentary debut ceremony**
- Recognition as a sponsor for the CCC's **East Meets West (EMW) events** and on all EMW event marketing materials

The CCC's ongoing documentary project **"Power of Ping Pong"** explores how ping pong nurtures friendship, solace, and belonging among Asian immigrants and beyond. We wish to shed light on a lesser-known facet of American society, unveiling how ping pong offers a much-needed respite from daily life, bridges cultural and generational gaps, and promotes social cohesion.

The **East Meets West (EMW)** program aims to assist immigrants in balancing their cultural heritage with the American way of life. Annually, we host 3 major EMW events (e.g. the AAPI Heritage Month celebration). Each event attracts 200+ participants.

Mailing Address: 109 Mountain Ave., #236, Malden, MA 02148

Office Address: 6 Pleasant St., # 408, Malden, MA 02148

Website: www.ChineseCultureConnection.org

781.321.6316 | info@chinesecultureconnection.org

9TH ANNUAL "THANKSGIVING" PING PONG TOURNAMENT



Date & Time: Saturday, November 18, 2023, from 8:30 a.m. to 5:00 p.m.

Location: Malden High School Gymnasium, 77 Salem St, Malden, MA 02148

Why we host the "Thanksgiving" Ping Pong Tournament annually?

- **Advocate for active living.** More than just a sporting event, it is dedicated to promoting social and physical activities within Asian and Asian American communities, nurturing a culture of active living.
- **Inspire cross-cultural communication.** It is place for Asians, Americans with Asian heritage, and non-Asians from varying backgrounds to meet and become friends. It is a chance to learn from each other and have a great time.
- **Connect generations.** At this event, young and old can play together. Age does not matter when you are having fun and staying healthy. Ping pong brings people of all ages together, and we enjoy seeing people bond over their shared passion for ping pong and healthy living.

Each year, we bring together **200+** players, ranging in age from **8 to 70+** years old, representing **10+** cities and towns across Greater Boston, including Boston, Brighton, Lexington, Malden, Medford, Newton, Quincy, Saugus, Waltham, and Winchester, among others.

Your support **holds the key** to transforming this year's tournament into an exciting sports spectacle and a beloved community tradition.

Community Supporter - \$500

- Recognition during the opening and awards ceremony
- Booth at the event
- Logo placement on the on-site banner
- 2 Lunch tickets and 2 event T-shirts

Associate Supporter - \$1,000

Community Supporters' benefits, plus

- Logo placement on the event T-shirts
- Bring a team to compete for free

Corporate Sponsor - \$2,500

Associate Supporters' benefits, plus

- Opportunity to award medals to one of the winning categories
- Recognition on all marketing materials for the Tournament, including the website

Event Sponsor - \$5,000

Corporate Sponsors' benefits, plus

- Speaking opportunity at the opening
- Bring an additional team (2 in total) to compete for free, or have 2 teams named after your company
- Recognition as a sponsor of all **major EMW events** and on all major EMW event marketing materials

Please fill out the following information.

Sponsorship Level _____

Full Name _____

Organization Name _____

Address _____

Phone _____ Email _____

Please make checks payable to **Chinese Culture Connection Inc.** for \$_____ and mail to **109 Mountain Ave., #236, Malden, MA 02148.** Payment due by **October 31, 2023.**

We are grateful for your generous support!



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