



# 19TH ANNUAL FUNDRAISING GALA & AWARDS CEREMONY

## SPONSORSHIP OVERVIEW

[www.chinesecultureconnection.org](http://www.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 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.



# ABOUT THE EVENT

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## 19th Annual Fundraising Gala & Awards Ceremony

*April 6, 2024 | 5:30 p.m. - 9:00 p.m.*

*Ming's Seafood Restaurant*

*19 Pleasant St, Malden, MA 02148*

We warmly invite all to join us for an evening dedicated to celebrating community spirit and honoring our community's rich Chinese cultural heritage. Attendees will enjoy **authentic Chinese banquets**, participate in **live and silent auctions**, and experience **entertainment infused with Chinese cultural elements**.

At this year's Gala, we will shine a spotlight on **four distinguished individuals** who have played integral roles in **advancing cross-cultural understanding, uniting diverse communities, and championing diversity and inclusion**.

## Honorees of the Year

*Diversity and Inclusion Award*

**Gary Christenson**

Mayor of Malden

*Excellence in Community Service Award*

**Justin Tseng**

Medford City Councilor | First Asian-American councilor in Medford

*Outstanding Arts and Culture Award*

**Susan Chinsen**

Creative Producer at ArtsEmerson | Founder of the Boston Asian American Film Festival

*Edward F. O'Connell Inspirational Service Award*

**Linda Zalk**

Mother of Malden Reads | Longtime community activist & educator

# EVENT SPONSORSHIP LEVELS & BENEFITS

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## Diamond - \$5,000

- Acknowledgment as a sponsor of the CCC's **annual events**: Fundraising Gala, Thanksgiving Ping Pong Tournament, and Malden Lunar New Year Celebration
- Logo & name recognition in all marketing materials for annual events
- Logo on the CCC's website throughout the year
- Recognition in Gala and Malden Lunar New Year Celebration programs
- **Full-page color ads** in Gala and Malden Lunar New Year Celebration programs
- Speaking opportunity and recognition during opening remarks of all annual events
- Vendor booths at the Lunar New Year Celebration and Ping Pong Tournament
- **15** complimentary Gala tickets
- **2** dedicated posts across the CCC's social media channels (expected to reach 15,000+ people)
- Branded materials distribution at **all CCC events (not just the annual events)**
- Logo on signage at the Lunar New Year Celebration and Ping Pong Tournament
- Sponsor logo to be printed on souvenirs distributed to attendees upon entry to all annual events

## Platinum - \$3,000

- Acknowledgment as a sponsor of the CCC's **annual events**: Fundraising Gala, Thanksgiving Ping Pong Tournament, and Malden Lunar New Year Celebration
- Logo & name recognition in all marketing materials for annual events
- Logo on the CCC's website throughout the year
- Recognition in Gala and Malden Lunar New Year Celebration programs
- **Full-page color ads** in Gala and Malden Lunar New Year Celebration programs
- Recognition during opening remarks of all annual events
- Vendor booths at the Lunar New Year Celebration and Ping Pong Tournament
- **10** complimentary Gala tickets
- **2** dedicated posts across the CCC's social media channels (expected to reach 15,000+ people)
- Branded materials distribution at **all annual events**
- Logo on signage at the Lunar New Year Celebration and Ping Pong Tournament
- Sponsor logo to be printed on souvenirs distributed to attendees upon entry to all annual events

## Gold - \$2,000

- Acknowledgment as a sponsor of the CCC's **Fundraising Gala** and **Malden Lunar New Year Celebration**
- Logo & name recognition in all marketing materials for the Gala and Lunar New Year Celebration
- Logo on Gala and Lunar New Year Celebration websites
- Recognition in Gala and Malden Lunar New Year Celebration programs
- **Full-page color ads** in Gala and Malden Lunar New Year Celebration programs
- Recognition during opening remarks of the Gala and Lunar New Year Celebration
- Vendor booth at the Lunar New Year Celebration
- **10** complimentary Gala tickets
- **1** dedicated post across the CCC's social media channels (expected to reach 8,000+ people)
- Branded materials distribution at **the Gala and Malden Lunar New Year Celebration**
- Logo on signage at the Lunar New Year Celebration

## Silver - \$1,000

- Acknowledgment as a sponsor of the CCC's **Fundraising Gala** and **Malden Lunar New Year Celebration**
- Logo & name recognition in all marketing materials for the Gala and Lunar New Year Celebration
- Logo on Gala and Lunar New Year Celebration websites
- Recognition in Gala and Malden Lunar New Year Celebration programs
- **Full-page color ads** in Gala and Malden Lunar New Year Celebration programs
- Recognition during opening remarks of the Gala and Lunar New Year Celebration
- Vendor booth at the Lunar New Year Celebration
- **5** complimentary Gala tickets
- Branded materials distribution at the Gala and Malden Lunar New Year Celebration

## Bronze - \$500

- Acknowledgment as a sponsor of the CCC's **Fundraising Gala** and **Malden Lunar New Year Celebration**
- Logo & name recognition in all marketing materials for the Gala and Lunar New Year Celebration
- Logo on Gala and Lunar New Year Celebration websites
- Recognition in Gala and Malden Lunar New Year Celebration programs
- **Half-page color ads** in Gala and Malden Lunar New Year Celebration programs
- Recognition during opening remarks of the Gala and Lunar New Year Celebration
- Vendor booth at the Lunar New Year Celebration
- **2** complimentary Gala tickets

## PROGRAM ADS

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**Full-page color ad (5.5" W × 8.5" H)** \$250

**Half-page color ad (5.5" W × 4.25" H)** \$150

**1/4-page color ad (5.5" W × 2.15" H)** \$100

Please send your high-resolution ad (PDF & PNG formats are both acceptable) to Jinghe Zhong, Communications and Events Coordinator, at **[jinghez@chinesecultureconnection.org](mailto:jinghez@chinesecultureconnection.org)**

**If you are interested in becoming a supporter of our 19th Annual Fundraising Gala & Awards Ceremony, please fill out the form below.**

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## **Sponsorship Opportunities**

**Diamond - \$5,000**     **Platinum - \$3,000**     **Gold - \$2,000**     **Silver - \$1,000**     **Bronze - \$500**

## **Program Ad**

**Full-page color ad - \$250**     **Half-page color ad - \$150**     **1/4-page color ad - \$100**

*If you would like to purchase tickets, please indicate the quantity desired: \_\_\_\_\_*

A check payable to the Chinese Culture Connection, Inc. in the amount of \$\_\_\_\_\_ is enclosed.

\_\_\_\_\_  
Name (as you wish it to be listed in our program)

\_\_\_\_\_  
Today's Date

\_\_\_\_\_  
Email

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip Code

***Please make your check payable to the Chinese Culture Connection Inc. and mail it to P.O. Box #236, Malden, MA 02148.***

***For more information or questions, please contact: [gala@chinesecultureconnection.org](mailto:gala@chinesecultureconnection.org)***