



## Celebrating Year of the Goat 2015 @ International Village Mall

國際村迎新歲如意吉「羊」

19th (Thursday) to 22<sup>nd</sup> February 2015 (Sunday)

### 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 three and half days!

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 Goat, 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 has been scheduled to take place on the first Sunday (22nd Feb 2015) after Chinese New Year. It is one of the largest parades in Vancouver with more than 70 teams of 3,500 performers and attracted over 55,000 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.



## Who Attends

Chart 1: Attendee Gender

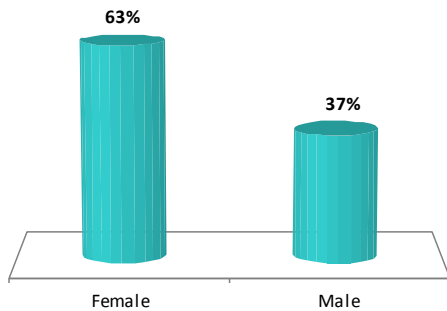
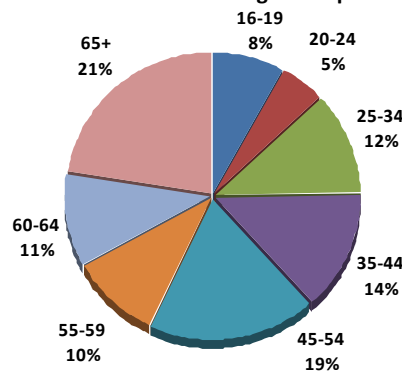


Chart 2: Attendee Age Group



Majority of the 2014's attendees was between the ages of 25 and 59 years old and nearly 30% was over the age of 60. Nearly two-third of the visitors was female and one-third was male.

Chart 3: Attendee's place of origin

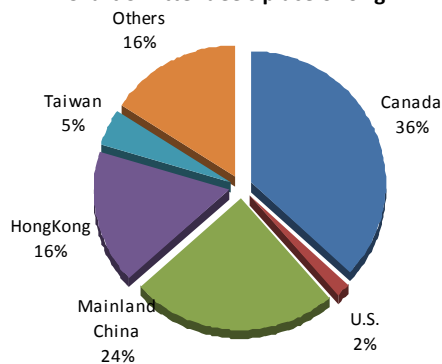
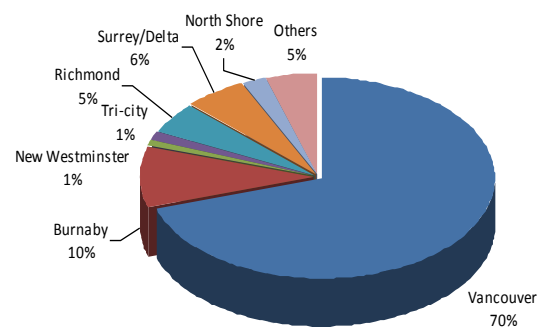


Chart 4: Attendee Current residence Demographics



Nearly a quarter of the 2014's attendees were immigrants from the Mainland China followed by nearly equal number from Hong Kong and Taiwan. Just over a third of the attendees were born and raised locally in the Lower Mainland.

Nearly two-third of the attendees resides in Vancouver while 15% live in Burnaby and Richmond.



## EXCLUSIVE SPONSORSHIP PACKAGES:

**PRESENTING SPONSOR (\$15,000 Cash)**

**MAIN STAGE SPONSOR (\$8,000 Cash)**

**VOLUNTEER SPONSOR (\$3,800 Cash or \$12,000 Promotional Value)**

	<b>PRESENTING</b>	<b>MAIN STAGE</b>	<b>VOLUNTEER</b>
<b>Sponsorship Contribution</b>	\$15,000 Cash	\$8,000 Cash	\$3,800 Cash or \$12,000 Promotion Value
<b>Naming Right</b>	Of Event	Of Stage	---
<b>Exclusivity</b>	Yes	Yes	Yes
<b>Logo Placement</b>	With Event Logo	High	T-Shirt
<b>Corporate Banners</b>	6	4	2
<b>Booth</b>	2	2	1
<b>Advertising on Exterior LED</b>	From confirmation date to end of Feb 2015	From confirmation date to end of Feb 2015	From confirmation date to end of Feb 2015
<b>Advertising on In Mall LED</b>	From confirmation date to end of Mar 2015	From confirmation date to end of Mar 2015	From confirmation date to end of Mar 2015
<b>Opening Ceremony</b>	Yes	Yes	Yes
<b>VIP Reception</b>	Yes	Yes	Yes
<b>Survey Input</b>	2 Questions	1 Question	1 Question
<b>Website</b>	Hotlink & Logo 50 Words	Hotlink & Logo 25 Words	Hotlink & Logo
<b>Program (logo)</b>	With Event Logo	High	Mid-High
<b>Company PR</b>	Mention in all Press Releases	Mention in all Press Releases	Mention in all Press Releases
<b>Stage Time</b>	30 Minutes/Day	15 Minutes/Day	15 Minute/Day



## PRESENTING SPONSOR Sponsorship Amount: \$15,000 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.

#### 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 and mainstream communities 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 2015 and end of March 2015 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website [www.internationalvillagemall.ca](http://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

Senior executives will be invited to the Opening Ceremony and one representative (1) will be invited on stage to officiate the Opening Ceremony.

#### Corporate Privileges

Senior Executives will be invited 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

The Presenting Sponsor is entitled to 30 minutes stage time per day. Content and time slot to be approved by the Event Organizer three (3) weeks prior to event.



## MAIN STAGE SPONSOR      Sponsorship Amount: \$8,000 Cash

### BENEFITS:

#### 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.

#### 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 and mainstream communities 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 2015 and end of March 2015 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website [www.internationalvillagemall.ca](http://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 and VIP Reception. 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

Senior executives will be invited to the Opening Ceremony and one representative (1) named by the Main Stage Sponsor will be invited to go on stage to officiate the Opening Ceremony.

#### Corporate Privileges

Senior executives will be invited 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

The Main Stage 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.



## VOLUNTEER SPONSOR

Sponsorship Amount: \$3,800 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.

#### 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 and mainstream communities 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 2015 and end of March 2015 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website [www.internationalvillagemall.ca](http://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 and VIP Reception. 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

Senior Executives will be invited to the Opening Ceremony and one representative (1) named by the Volunteer Sponsor will be invited on stage to officiate the Opening Ceremony.

#### Corporate Privileges

Senior executives will be invited 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

The Volunteer 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.



## NON EXCLUSIVE GOLD SPONSORSHIP PACKAGES:

Sponsorship Amount: \$2,000 Cash

	Non Exclusive Gold Sponsor
<b>Sponsorship Contribution</b>	\$2,000 Cash
<b>Logo Placement</b>	Mid
<b>Corporate Banners</b>	2
<b>Booth</b>	1
<b>Advertising on Exterior LED</b>	From confirmation date to end of Feb 2015
<b>Advertising on In Mall LED</b>	From confirmation date to end of Mar 2015
<b>Opening Ceremony &amp; VIP Reception</b>	Yes
<b>Website</b>	Hotlink & Logo
<b>Program (logo)</b>	Mid
<b>Company PR</b>	Mention in all Press Releases

### 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 and mainstream communities in the months leading up to end of the event. Non Exclusive 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 2015 and end of March 2015 respectively. Logo with hot link to website named by the sponsor and agreed by both parties on event website [www.internationalvillagemall.ca](http://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 and VIP Reception. Mid logo positioning on event program.

#### Corporate Banners

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

#### Opening Ceremony and VIP Reception

Senior executives will be invited to the Opening Ceremony and the VIP Reception.  
One (1) senior executive will be invited on stage to officiate the Opening Ceremony.

#### Onsite Exhibition

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





## MEDIA SPONSORSHIP PACKAGES

**GOLD MEDIA SPONSOR** (\$18,000 Promotion Value)  
**SILVER MEDIA SPONSOR** (\$12,000 Promotion Value)  
**BRONZE MEDIA SPONSOR** (\$ 8,000 Promotion Value)

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



## **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 and mainstream communities 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](http://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 and VIP Reception. 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) senior executive nominated by the Sponsor will be invited on stage to officiate the Opening Ceremony.

### **Corporate Privileges**

Senior Executives will be invited to the Opening Ceremony and VIP Reception.

### **Onsite Exhibition**

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



## 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 and mainstream communities 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](http://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 and VIP Reception. 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 on stage to officiate the Opening Ceremony.

### Corporate Privileges

Senior representatives will be invited to the Opening Ceremony and VIP Reception.

### Onsite Exhibition

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



## 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 and mainstream communities 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](http://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 and VIP Reception. 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 on stage to officiate the Opening Ceremony.

### Corporate Privileges

Senior executives will be invited to the Opening Ceremony and VIP Reception.

### Onsite Exhibition

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