



8200 NE SISKIYOU STREET PORTLAND, OR 97220

February 8, 2018

Dear Business Neighbor,

On behalf of the Cambodian, Lao, Thai, and Burmese community, we invite you to join our fourth annual New Year in the Park event at Glenhaven Park in Portland, on Saturday, April 28, 2018. The two main hosts of this festival are the City of Portland Parks and Recreation and the Hmong American Community of Oregon, a 501(c)(3) organization.

As an important corporate neighbor in the community, we are hopeful that your business will support our efforts by becoming a sponsor. As a sponsor, your business will reach a significant number of growing and thriving multi-ethnic Asian American communities. This past year, we had more than 10,000 people in attendance. In addition, this year we plan on increasing the recognition for our sponsors by announcing their sponsorship on stage as well as providing the opportunity for a representative from Providence to speak at the event.

New Year in the Park's mission is to foster greater understanding and appreciation within the various Southeast Asian communities and also between Southeast Asian communities and other greater Portland communities. This celebration is the most important and largest traditional Southeast Asian cultural festival. It provides the opportunity to offer blessings and honor elders, monks, family, friends and the community. It gives Southeast Asian communities the chance to come together to celebrate and share their rich cultural heritage with the general public. There will be dance and music performances, traditional games, cultural crafts and activities, and vendor booths with food and merchandise. This venue showcases that there is a vibrant Southeast Asian community in the greater Portland area. Attendance is free and we invite everyone to join us.

We appreciate your support and look forward to working in partnership with you to make this an extraordinary event enjoyed by everyone in the community. If you have additional questions, please feel free to contact Vieng Bounnam at vbounnam@yahoo.com or (503) 704-0197.

Warm Regards,

Vieng Bounnam and Deng Thepharat,
New Year in the Park Committee Chairs

SPONSORSHIP LEVELS

	Platinum (\$2,000)	Gold (\$1,000)	Community Partner (\$250)
Special mention on marketing materials & social media			
Logo displayed on marketing materials			
Complimentary Booth			
Sponsorship recognition from MC throughout event and opportunity for rep. to give short speech			
Logo printed on event T-shirts			

*Sponsorships are tax deductible to the extent allowed by law



Clockwise: former Portland Mayor Charlie Hales with New Year in the Park planning committee, traditional water blessing and honoring of the elders, monkey dance performed by Cambodian Dance Troupe of Oregon.



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