

Sponsorship Package

2008 Year of the Rat



977 N. Broadway, G/FI, Suite E Los Angeles, CA 90012 Tel: (213) 617-0396 Fax: (213) 617-2128 info@lachineschamber.org
www.lagoldendragonparade.com www.lachineschamber.org www.misslachinatown.com

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2008 Schedule of Events

- Friday, January 04
5:00 p.m.
Press Conference
Empress Pavilion Restaurant
988 North Hill Street, L.A. Chinatown
- Saturday, January 5
11:00 a.m. Reception
12:00 p.m. Lunch
Miss L.A. Chinatown Charity Fashion Show
San Gabriel Hilton
227 West Valley Blvd.
San Gabriel, CA 91776
- Saturday, January 19
6:00 p.m. Social Hour
7:00 p.m. Dinner
8:00 p.m. Pageant
2008 Annual Miss L.A. Chinatown Pageant
Westin Bonaventure Hotel
404 S. Figueroa St.,
Los Angeles Downtown
- Saturday, January 26
3:00 p.m. - 5:00 p.m.
Little King & Queen Contest
Castelar Elementary School
840 Yale Street, Los Angeles Chinatown
- Thursday, February 7, 2008
Chinese New Year of the Rat 4706
- Saturday, February 9
10:00 a.m. - 8:00 p.m.
2:00 p.m. - 5:00 p.m.
Chinese New Year Festival & Car Show
109th Annual Golden Dragon Parade
Los Angeles Chinatown
- Sunday, February 10
10:00 a.m. - 6:00 p.m.
11:00 a.m. - 6:00 p.m.
Chinese New Year Festival & Car Show
Los Angeles Chinatown
- Friday, February 22
6:00 p.m. Reception
6:45 p.m. Dinner
Chinese New Year Imperial Banquet
Empress Pavilion Restaurant
988 North Hill Street, L A Chinatown
- Friday, May 30
11:30 am Lunch
1:00 pm Tee-off
6:00 pm Awards Dinner
3rd Annual Asian Friendship Golf Tournament
Pacific Palms—Industry Hills Golf Club
One Industry Hills Parkway.
City of Industry, CA 91744
- Friday, June 27
6:00 p.m. Reception
6:45 p.m. Dinner
53rd Annual Installation Dinner
Empress Pavilion Restaurant
988 North Hill Street, L A Chinatown

Events of the Chinese Chamber

For over 5,000 years, the Lunar New Year has been the most celebrated holiday in China and many parts of Asia. Since the Lunar or Chinese calendar is made up of a combination of lunar and solar cycles, the Lunar New Year holiday season stretches over a period of at least two weeks and symbolizes the official welcome of Spring and a season of new beginnings.

In the 12 cycles of the Lunar calendar, each is represented by an animal sign.

Keeping the tradition of the three month long celebration, the Chinese Chamber of Commerce of Los Angeles will host a series of special events. It is our hope that our friends and businesses in the community will join us in celebrating all the festivities.

❖ Annual Miss Los Angeles Chinatown Pageant

The Miss Los Angeles Chinatown Pageant has always been the grandest gala event in the Chinese and Asian American Community. Over 1,000 guests will enjoy an evening of entertainment and witness the crowning of a new Miss Los Angeles Chinatown. Many communities, businesses and civic leaders will participate in the festivities.

This event being a "Black Tie" adds to its prestige.

The Miss L.A. Chinatown Pageant will be broadcast on television and publicized on Chinese television stations, radio, local newspapers, and other print media.

■ Miss Los Angeles Chinatown Charity Fashion Show

The Chinese Chamber of Commerce of Los Angeles is proud to host an annual Charity Fashion Show Luncheon. The current Miss L.A. Chinatown and her court are the organizers of the fashion show. The event will feature the upcoming contestants of the annual Pageant modeling casual wear, business attire, and evening gowns. Local charities and non-profit organizations have been invited to join in this fundraising event with some proceeds going directly to these participating organizations. Several hundred guests from the Greater Los Angeles area have been attending this meaningful event year after year.

Events of the Chinese Chamber

❖ Annual Golden Dragon Parade

The day of the Lunar New Year is the most celebrated holiday of the year for most Asian Americans (nearly 1.5 million Chinese, Korean, and Vietnamese in Southern California alone). It is celebrated with colorful festivals, parades, and most importantly, large family gatherings. It is also a time when ancestors are fondly remembered and families give thanks for their blessings.

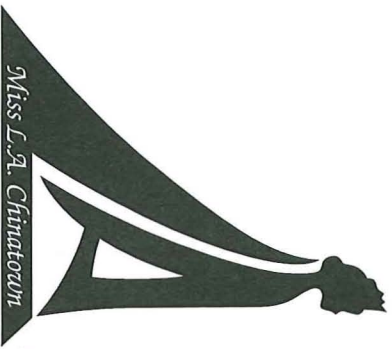
In celebrating over a hundred years of tradition, the Chinese Chamber of Commerce of Los Angeles presents the Golden Dragon Parade, which has become a very popular event in Southern California. With over 100,000 individuals lining the parade route and thousands viewing the telecast each year, there is no better opportunity for companies looking to create long-term goodwill in the Asian American Community.

❖ Chinese New Year Festival

L.A. Chinatown welcomes the Chinese New Year with a two-day celebration every year. The Festival will showcase a carnival, entertainment, arts and crafts booths as well as merchant booths for the whole family to enjoy. The Car Show will feature a competition of approximately 40 of the “Best of the Best” domestic and import aftermarket vehicles.

❖ Annual Golf Tournament

The Golf Tournament is one of the Chamber’s fundraising efforts. It also gives Chamber members, as well as other communities a chance to interact and to share the love of golf. Approximately 30 foursomes will congregate at a luncheon followed by a 1 p.m. tee off. Trophies to winners will be presented at the Awards Dinner shortly after the last foursome finishes.



Miss L.A. Chinatown

2008 Annual

**Miss Los Angeles Chinatown
Pageant**

Annual Miss Los Angeles Chinatown Pageant

Other Sponsorship

\$3,000.00

- ❖ Sponsor Name and/or Logo on all Printed Promotional Materials
- ❖ Souvenir Plaque will be awarded at Miss L.A. Chinatown Pageant
- ❖ Mention in all press releases. Asian and General Media
- ❖ Wrap up review package of all materials
- ❖ Business Card Size (B&W) Advertisement in Chinese Chamber of Commerce Yearbook (circulation=8000 copies)
- ❖ Shared-Logo Signage will be displayed at Miss L.A. Chinatown Pageant

Benefit

- 2 Tickets to Chinese New Year Press Conference
- 2 Seats at Miss Los Angeles Chinatown Charity Fashion Show Luncheon
- 2 Silver Level Banquet Seats at Miss Los Angeles Chinatown Pageant 1-10x10 Booth at Chinese New Year Festival
- 2 Invitations to Golden Dragon Parade VIP Reception
- 2 Grandstand Admissions to view the Golden Dragon Parade
- 2 Seats at Chinese New Year Banquet
- 2 Installation Dinner

Contestant Sponsorship

\$2,000.00

- ❖ Sponsor Name and/or Logo on all Printed Promotional Materials
- ❖ Souvenir Plaque will be awarded at Miss Los Angeles Chinatown Pageant
- ❖ Wrap up review package of all materials

Benefit

- 2 Tickets to Chinese New Year Press Conference
- 2 Seats at Miss Los Angeles Chinatown Charity Fashion Show Luncheon
- 2 Silver Level Banquet Seats at Miss Los Angeles Chinatown Pageant
- 2 Seats at Chinese New Year Banquet

**Although unnecessary, a sponsor may choose their own candidate to apply as a contestant. If there is no candidate submitted or she is not chosen as a contestant, then the sponsor will be randomly paired with a contestant who does not already have a sponsor.*