



**CHICAGO
CHINATOWN
COMMUNITY
FOUNDATION**
芝城華埠基金會

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2024 CHINATOWN LUNAR NEW YEAR PARADE

02.18.24

Date: Sunday, February 18, 2024 - Time: 1:00 to 2:30PM

Place: Chinatown / Parade Route: North on Wentworth Ave. from 24th St. to Cermak Rd., West on Cermak towards Princeton Ave.

- ❖ Celebrate the Lunar New Year of the Dragon – 4722 with a parade through Chinatown that includes marching bands, traditional dragon, lion dances, decorative floats,
- ❖ Attendance: 18,000 – 22,000
- ❖ Demographic: Domestic and international visitors, families, professionals, and students,

PLATINUM SPONSOR

\$15,000.00

- ❖ The Chicago Chinatown Community Foundation agree to designate as **OFFICIAL TITLE SPONSOR** of the 2024 Lunar New Year Parade.
- ❖ Representative may walk in the front line of the parade and give brief remarks at the Reviewing Stand.
- ❖ Team members can also hand out giveaways as they're walking in the parade with banner or Marching Band.
- ❖ Will be provided with (4) VIP parking spots.
- ❖ Representative can offer a LNY greeting at the press conference with local Chinese media a few weeks prior to the event.
- ❖ Your Branded Booth (10'x 20') at 23rd Street & Wentworth Avenue Central Parade Point.
- ❖ Logo placements: • Logo on (2) banners at Chinatown Gateway (facing north and south)
 - Logo on banner at Reviewing Stand.
- ❖ Logo on all ads promoting the event (English and Chinese) • (7) Chinese media (1 daily news publication covering East/West Coast and 6 weekly news publication and on line at www.ccc-foundation.org)

PREMIUM SPONSOR - Value: \$5,000.00

Entitlements are:

- ❖ Your Float/Vehicle/Marching Group in the parade (no entry fee required)
- ❖ Logo on both sides of event banners displayed at Chinatown Gate (Wentworth / Cermak)
- ❖ Logo featured on Reviewing Stand banner
- ❖ Verbal Recognition as Event Sponsor by Master of Ceremonies during parade and in Closing Ceremonies on Reviewing Stand
- ❖ Recognition as an Event Sponsor in Chinese Media ads, press releases and on line at www.ccc-foundation.org

EVENT SPONSOR - Value: \$3,000.00

Entitlements are:

- ❖ Your Float/Vehicle/Marching Group in the parade (no entry fee required)
- ❖ Logo featured on Reviewing Stand banner
- ❖ Verbal Recognition as Event Sponsor by Master of Ceremonies during parade and in Closing Ceremonies on Reviewing Stand
- ❖ Opportunity for product distribution, literature and giveaways + VIP Parking