

## ADVERTISER LEVELS

Category	Amount	Ad in Program Book
<b>Super Friend</b>	\$500	Full page 8 ½"×11"
<b>Very Good Friend</b>	\$300	½ page
<b>Good Friend</b>	\$200	¼ page
<b>Friend</b>	\$100	Business card size

## VENDOR FEES

- Restaurant is responsible for bringing food, equipment, manpower to and setting up at the assigned booth.
- Restaurant is responsible for its own **Health Permit** and **Certificate of Insurance**.

Booth Type & Size	Fee	Booth Type & Size	Fee
Info 10' × 10' space (Bring your own tent)	\$50	Info 10' × 10' tent +1 table & 2 chairs	\$200
Food 10' × 10' space (Bring your own tent)	\$150	Food 10' × 20' space (Bring your own tent)	\$250
Food 10' × 10' tent +1 table & 2 chairs	\$300	Food 10' × 20' tent +2 tables & 4 chairs	\$550

## PAYMENT

Make check payable to **SD Alliance for APIAs** and send to:

SD Alliance for APIAs  
7710 Balboa Avenue, Ste. 213-B  
San Diego, CA 92111.



## RACE WITH THE DRAGONS!

On Water - Race to the Beat of Drums  
On Land - Celebrate Pan-Asian Cultures & Cuisines

6<sup>th</sup> Annual

## San Diego Dragon Boat Festival

Sponsor/Advertiser/Vendor Packet



TY Lin International, 2009 Champion

Playa Pacifica, Mission Bay Park

May 1, 2010, 9 a.m. – 5 p.m.

San Diego Alliance for Asian Pacific Islander Americans

<http://sdalliance.org>

Welcome to our 6<sup>th</sup> annual San Diego Dragon Boat Festival! Dragon boats and festivities return to San Diego's Playa Pacifica in Mission Bay Park on Saturday, May 1<sup>st</sup>, 2010, 9am to 5pm. The festival is free and open to the public.

Dragon boat festival, traditionally celebrated on *duanwujie*, the 5<sup>th</sup> day of the 5<sup>th</sup> lunar month (June 16<sup>th</sup> this year), continues more than 2000 years of dragon boat racing in remembrance of Qu Yuan, a wise and true poet and patriot. From its beginnings, dragon boat racing has spread far beyond China to become an international sport, with San Diego's Dragon Boat Team one of the premier teams on the international scene.

San Diego's Dragon Boat Festival invites you to

- experience the pageantry and ritual of dragon boat racing,
- celebrate the diversity of the rich cultural heritage of our Asian Pacific Islander communities
- spend a day at Mission Bay Park, where land meets water
- revel in being part of a greater community - San Diego, still America's finest city!

Our Festivals have supported & showcased Asian Pacific Islander

- performing artists, including Bhava Balinese Dance, Cambodian Dancers of SD, Formosa Dancers, Heali'i Polynesian Revue, Hmong Vang Dancers, Huang Qin Taiji, Hung Vuong Sports Club, Lao Hmong Family Dancers, Lucky Lion Dancers, Makani Kai Polynesian Dance, Moonlight Chinese Dance Group, Naruwan Taiko, PASACAT Filipino Arts, Pho Bangers breakdancers, Reiko Obata & East-West Trio, Samulnori Team, SD Taiko, Terry Matsuoka, Thai Dance of SD

- visual artists, including Danny H Chang, Ginger Che, Takashi Harada, Fujiko Isomura, Cesar Magpuri, Winci Tang, Tomo Uyesugi, and crafter la Vue.

Alliance is a 501(c)(3) nonprofit organization (EIN 75-2999849), and donates net proceeds from our Festivals to Asian Pacific Islander organizations such as APIAVote, Lao Community Cultural Center, Pan Pacific Law Enforcement Association, SDSU AB Samahan, SDSU APSA (Asian Pacific Student Alliance) & UCSD APSA.

Come celebrate with us!

*Linda Tu*



Linda Tu, President, SD Alliance for APIAs

## FESTIVAL SPONSORSHIP LEVELS & BENEFITS

Benefits	Platinum \$5K	Gold \$3K	Silver \$1K
Corporate logo on Festival T-shirts	√	√	√
Display of organization's own banner at Festival	√	√	√
Sponsor name & logo in all marketing materials	√	√	√
Link to sponsor url on Alliance website	√	√	√
10 Festival T-shirts	√	√	√
Certificate of Appreciation for support of multicultural diversity	√	√	√
Complimentary corporate dragon boat team(s)	2	1	--
Ad in Festival Program Book	Inside Front Cover	Inside Back Cover	One full page

