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**SOUTHWEST AIRLINES®**  
**CHINESE NEW YEAR**  
**FESTIVAL & PARADE**  
**— 2017 —**





# 2017 SOUTHWEST AIRLINES® CHINESE NEW YEAR FESTIVAL & PARADE

## JANUARY 21 - FEBRUARY 12

		EVENT Projected Attendance*
Flower Market Fair	Saturday + Sunday, January 21 - 22	500,000
Miss Chinatown USA Pageant	Saturday, February 4	2,000
Chinese Chamber Basketball Jamboree	Saturday, February 4	1,000
Coronation Ball	Friday, February 10	1,000
Parade	Saturday, February 11	1 Million +
Community Fair	Saturday + Sunday, February 11 - 12	600,000
CCHP/Chinatown YMCA Chinese New Year Run	Sunday, February 19	3,000

\*Figures do not include television broadcast viewing audience



## CHINESE NEW YEAR & YEAR OF THE ROOSTER

Chinese New Year is a two week spring festival celebrated for over 5,000 years in China.

According to legend, the Lord Buddha called all the animals to him before he departed from Earth.

Only 12 animals came and as a reward, he named a year after each of them in the order that they arrived:



The Year of the Rooster, beginning January 28, will be a year to stick to the tried and true. Speculation is apt to lead to conflict and disappointment. This will be a good year to keep your eyes open and check facts and figures before moving forwards with plans.



## OVER 150 YEARS IN SAN FRANCISCO

For over 150 years, San Francisco and the Bay Area have celebrated Chinese Lunar New Year in grand style.

Today, the City by the Bay's Southwest Airlines® Chinese New Year Festival and Parade attracts over 2.2 million people, making it the largest Asian event in North America, and the largest general market event in Northern California.



## OUR 2016 SPONSORS

**TITLE SPONSOR:** Southwest Airlines®

**PRESENTING SPONSOR:** AT&T

**PROCESSION SPONSORS:** ICBC, Tsingtao Beer

### PARADE & FESTIVAL SPONSORS

Cathay Pacific  
Coca-Cola

Hyundai  
McDonald's

Wells Fargo

Academy of Art  
Bank of America  
Boston Properties  
Caesars Entertainment

Chinese Hospital  
Hilton  
Lucky Supermarkets  
Macy's

PG&E  
Silver Legacy  
Sing Tao Daily  
UPS

### FESTIVAL SPONSORS

AIG  
California Lottery  
Chase Bank  
Ford  
Golden State Warriors  
Graton Resort & Casino

Lion's Club International  
Nationwide Insurance  
New York Life  
Omni Hotel  
River Rock Casino  
State Farm Insurance

Thunder Valley Casino Resort  
Toyota  
US Bank  
World Journal  
ZTE

### CHINESE COMMUNITY NON-PROFIT BENEFICIARIES OF EVENTS

Elderly care organizations, Chinatown YMCA, the Chinese Hospital and other groups providing educational, recreational and cultural services for neighborhood youth.



## FOX 2 AND KICU (TV36) BROADCASTS

KTVU has been broadcasting the Parade for 29 years! In addition to the 1 million people lining the Parade route, hundreds of thousands more will be watching the Parade broadcasts on KTVU and KICU.

The Southwest Airlines® Chinese New Year Parade on KTVU/KICU is the perfect venue for your company to showcase its commitment to the community and generations of Bay Area Asian American residents.

Promotion runs from January through February 11, 2017.

Be sure to visit [www.KTVU.com](http://www.KTVU.com) for updated Parade, Festival and broadcast information.



## ONCE YOUR CONTRACT IS SIGNED...

We will work with you to develop a Chinese theme that fits your product marketing, advertising and promotion strategy.

This theme can then be used to integrate your selected float design, program ad, booth activity, and any advertising and promotion that you might do in conjunction with your sponsorship.

We ensure a “turn-key” sponsorship from start to finish.



## PARADE

Your theme will provide our artist with the creative idea to design your float for your approval.

We work closely with our Parade float builder to ensure the highest quality float for you.





## ADVERTISING & PROMOTION

Supply us with your logo and we'll do the rest.

A customized TV commercial script with your company's logo ID can be created for you to suit your product's marketing message.



## FESTIVAL STREET FAIRS

Sponsor booths are set up with 10' x 10' canopies, table covers and chairs.

Limited parking is provided for booth staff from your company.

If you need volunteers, we will provide up to 2 volunteers for your booth at no additional cost.



## THE ROOSTER PRESENTING SPONSORSHIP

### Presenting Sponsorship of Parade, Flower Fair and Community Fair

#### PARADE DIVISION

- 3 Sponsor banners and 8 sponsor flags with Division
- 1 Major custom float
- 2 Musical groups
- 1 Lion dance group
- 2 Community walking units
- Additional lion dance performance upon request

#### FESTIVAL

- 10' x 40' booth at Flower Fair and Community Fair
- Booth at Chinese Chamber/YMCA Run/Walk

#### HOSPITALITY

- Parade VIP seats
- Tickets for Pre-Parade VIP Reception
- Tickets to Miss Chinatown Pageant and Coronation Ball

#### PRINT AND INTERNET

- Possible Category Exclusivity
- Full page inside cover ad in Program
- Feature story in Program
- Prominent logo on all event Brochures (5,000), Programs (5,000), Fair Guides (70,000) and Posters (2,000)
- Logo on all Run T-shirts, race applications and ads
- Logo in all print ads
- Advertising on website (chinese-parade.com and KTVU.com)
- Link between event and sponsor websites
- Logo in Chinese Chamber/YMCA Run/Walk Guide
- Online campaign on KTVU.com

#### MEDIA ON KTVU FOX 2

- 4 30-second commercials in live Parade broadcast on KTVU February 11
- 4 30-second commercials in encore Parade broadcast on KICU on February 11
- 4 30-second commercials in encore Parade broadcast on KTVU on February 12
- 10 "Chinese Celebration" vignettes in targeted programming
- 1 opening/closing billboard in live Parade broadcast
- 1 opening/closing billboard in encore Parade broadcast
- 30 shared logo ID Parade promo spots
- 2 banner logo IDs during Parade broadcasts
- Online campaign on KTVU.com

**SPONSORSHIP FEE: \$198,000 NET**



## THE PROCESSION

## MAJOR FESTIVAL & PARADE SPONSOR

### PARADE PROCESSION

- 2 Sponsor banners
- 4 Sponsor flags with Procession
- 1 Major custom float
- 1 Lion dance group
- 1 Performance/Specialty groups

### FESTIVAL

- 10' x 20' booth at Flower Fair and Community Fair

### HOSPITALITY

- Parade VIP seats
- Tickets for Pre-Parade VIP Reception
- Tickets to Miss Chinatown Pageant and Coronation Ball

### PRINT AND INTERNET

- Full page color ad in Program
- Feature story in Program
- Prominent logo on all event Brochures (5,000), Programs (5,000), Fair Guides (70,000) and Posters (2,000)
- Logo in all print ads
- Banner on website (chineseparade.com)
- Logo in Chinese Chamber/YMCA Run/Walk Guide

### MEDIA ON KTVU FOX 2

- 2 30-second commercials in live Parade broadcast on KTVU February 11
- 2 30-second commercials in encore Parade broadcast on KICU on February 11
- 2 30-second commercials in encore Parade broadcast on KTVU on February 12
- 5 "Chinese Celebration" vignettes in targeted programming
- 10 shared logo ID Parade promo spots
- 2 banner logo IDs during Parade broadcasts
- Online campaign on KTVU.com

**SPONSORSHIP FEE: \$135,000 NET**



## THE PHOENIX

# FESTIVAL AND PARADE SPONSOR

### MAJOR CUSTOM FLOAT

#### FESTIVAL

- 10' x 20' booth at Flower Fair  
OR Community Fair

#### HOSPITALITY

- Parade VIP seats
- Tickets for Pre-Parade VIP Reception

### PRINT AND INTERNET

- Full page color ad in Program
- Logo on all event Brochures (5,000), Programs (5,000), Fair Guides (70,000) and Posters (2,000)
- Logo in print ads
- logo on website (chinese-parade.com)
- Link between event and sponsor websites

### PACKAGE A MEDIA

- 1 banner logo ID during Parade broadcasts on February 11 and encore on February 12 on KTVU Fox 2
- 10 shared logo ID Parade promo spots on KTVU Fox 2

**SPONSORSHIP FEE: \$70,000 NET**

### PACKAGE B MEDIA

- 1 banner logo ID during Parade broadcasts on February 11 and encore on February 12 on KTVU Fox 2

**SPONSORSHIP FEE: \$52,000 NET**



## THE LION PARADE SPONSOR

### MAJOR CUSTOM FLOAT

### HOSPITALITY

- Parade VIP seats and Tickets for Pre-Parade VIP Reception

### PRINT AND INTERNET

- Full page color ad in Program
- Logo on all event Brochures (5,000), Programs (5,000), or Fair Guides (70,000) and Posters (2,000)
- Logo in all event print ads
- Logo at Chinese New Year event website ([chineseparade.com](http://chineseparade.com))
- Link between event and sponsor websites

### MEDIA

- 1 banner logo ID during Parade broadcasts on February 11 and encore on February 12 on KTVU Fox 2

**SPONSORSHIP FEE: \$35,000 NET**



## KTVU FOX 2 PARADE PACKAGES

### MEDIA PACKAGE A

- 2 30-second commercials in live Parade broadcast on KTVU February 11
- 2 30-second commercials in encore Parade broadcast on KICU on February 11
- 2 30-second commercials in encore Parade broadcast on KTVU on February 12
- 12 "Chinese Celebration" vignettes in targeted programming
- 1 Billboard in live broadcast on KTVU on February 11
- 1 Billboard in encore Parade broadcast on KICU on February 11
- 1 Billboard in encore Parade broadcast on KTVU on February 12
- Online campaign on KTVU.com

**SPONSORSHIP FEE: \$70,000 NET**

### MEDIA PACKAGE B

- 1 30-second commercials in live Parade broadcast on KTVU February 11
- 1 30-second commercials in encore Parade broadcast on KICU on February 11
- 1 30-second commercials in encore Parade broadcast on KTVU on February 12
- 6 "Chinese Celebration" vignettes in targeted programming
- Online campaign on KTVU.com

**SPONSORSHIP FEE: \$40,000 NET**



## FLOWER FAIR & COMMUNITY FAIR SPONSORSHIPS

### THE MANDARIN

Major Sponsorship of Flower Fair - January 21 and 22 OR Community Fair - February 11 and 12

- 10' x 20' booth at Flower Fair OR Community Fair
- High-profile area at Fair (e.g. Main Stage, Children's Area, etc.)

#### OR

- 10' x 40' booth at Flower Fair OR Community Fair

#### MEDIA

- 10 shared logo ID Festival promo spots on KTVU Fox 2

#### VALUE ADDED

- Sponsor name included in special press release for event
- Full page color ad in Program
- Logo on all event Brochures (5,000), Programs (5,000), Fair Guides (70,000) and Posters (2,000)
- High profile signage at Fair (Main Stage, Children's Area, etc.)
- Major stage acknowledgments of sponsor
- Prominent logo in event print ads
- Prominent logo on Fair event website ([chineseparade.com](http://chineseparade.com))
- Link between event and sponsor websites

**SPONSORSHIP FEE: \$30,000 NET**





## FLOWER FAIR & COMMUNITY FAIR SPONSORSHIPS

### THE SCHOLAR

Booth Sponsorship of Flower Fair - January 21 and 22 OR Community Fair - February 11 and 12

- 10' x 10' booth at Flower Fair OR Community Fair
- Sponsor name included in Fair press release
- Signage at Fair
- Logo in all event print ads
- Logo in Fair Guide
- Company name on website ([chineseparade.com](http://chineseparade.com))

### MEDIA

- 5 shared logo ID Festival promo spots on KTVU Fox 2

**SPONSORSHIP FEE: \$8,800 NET**



## MISS CHINATOWN USA EVENTS

### PAGEANT TITLE SPONSOR

Saturday, February 4

- Exclusivity of sponsor category at event
- Name incorporated into title of Pageant
- Special sponsor-named Miss Chinatown USA Scholarship
- Prominent logo on Miss Chinatown USA poster
- Prominent logo on Chinese New Year fliers, brochures and programs
- Name and logo on all Pageant tickets
- Full page inside cover color ad in Miss Chinatown Program
- Large sponsor banner at Pageant event
- 10 VIP seats at Pageant
- VIP table at the Coronation Ball
- Logo at website ([chineseparade.com](http://chineseparade.com))
- Link between event and sponsor website

**SPONSORSHIP FEE: \$50,000 NET**



## MISS CHINATOWN USA EVENTS

### SCHOLARSHIP SPONSOR

- Logo on Miss Chinatown USA poster
- Special sponsor-named Miss Chinatown USA Scholarship
- Full page color ad in Miss Chinatown Program
- Sponsor banner at Pageant event
- 4 VIP seats at Pageant
- 4 Tickets to the Coronation Ball
- Acknowledgement at website ([chinese-parade.com](http://chinese-parade.com))
- Link between event and sponsor website

**SPONSORSHIP FEE: \$13,000 NET**

### CORONATION BALL SPONSOR

Friday, February 10

- Sponsor acknowledgment in Miss Chinatown USA Program
- VIP Table at Coronation Ball
- Sponsor acknowledgment in Coronation Ball Program

**SPONSORSHIP FEE: \$6,500 NET**



**KTSF, CHANNEL 26, CABLE 8**

KTSF is the largest Asian-language broadcaster in the United States. Now celebrating its 41st anniversary, KTSF serves the more than 1,700,000 Asian Americans in the San Francisco-Oakland-San Jose television market. KTSF has been broadcasting the live Chinese-language version of the San Francisco Chinese New Year parade since 1988.

For more information about KTSF sponsorships, please contact Chris Newgard at [415.468.2626](tel:415.468.2626) or [cnewgard@ktsftv.com](mailto:cnewgard@ktsftv.com)