

ADVERTISER LEVELS

Category	Amount	Ad in Program Book
Super Friend	\$500	Full page 8 ½"×11"
Very Good Friend	\$300	½ page
Good Friend	\$200	¼ page
Friend	\$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
7750 Dagget Street, Ste. 212
San Diego, CA 92111.



RACE WITH THE DRAGONS!

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

4rd Annual San Diego Dragon Boat Festival

Sponsor/Advertiser/Vendor Packet



Playa Pacifica, Mission Bay Park
May 3, 2008, 9 a.m. – 5 p.m.

San Diego Alliance for Asian Pacific Islander Americans

<http://sdalliance.org>

San Diego Dragon Boat Team

<http://www.sddragonboat.com>

Welcome to our 4th annual San Diego Dragon Boat Festival! Dragon boats and festivities return to San Diego's Playa Pacifica in Mission Bay Park on Saturday, May 3rd, 9am to 5pm. The festival is free and open to the public.

Dragon boat festival, traditionally celebrated on *duanwujie*, 5th day of the 5th lunar month (June 8th this year), continues more than 2000 years of commemorating the life of Qu Yuan with dragon boat racing and remembrance of a wise and true poet and patriot. Since its beginnings, dragon boat racing has spread 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!

Support Alliance and Dragon Boat Team. Alliance activities in the past 12 months include:

- "To Serve, To Inspire: Meeting California's Asian Americans in Elected Office", January 19, 2008, with CA Controller John Chiang, CA Senator Leland Yee, CA Assemblyman Ted Lieu, SDUSD Boardmember Mitz Lee, Sweetwater UHSD Boardmember Arlie Ricasa, and moderator, Channel 4 SD's Jessica Chang
- Alliance Matinee with Mo`olelo Performing Arts' production of *Cowboy Versus Samurai*, Sunday, December 2, 2007
- Seminar on "Community Development & Chula Vista's Urban Core Specific Plan", Saturday, November 3, 2007, with Chula Vista Mayor Cheryl Cox
- 3rd annual San Diego Dragon Boat Festival, October 20, 2007
- "Hate Crimes: 25 Years after Vincent Chin", July 21, 2007, with Lee Ann Kim moderating symposium of distinguished panelists
- Lunch with CA Senator Leland Yee, May 18, 2007, as part of his town hall meeting with San Diego's APIA communities

Celebrate with us!



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 the Festival	√	√	√
Sponsor name & logo incorporated into all marketing materials & advertising	√	√	√
Link to sponsor organization on Alliance website sdalliance.org	√	√	√
6 Festival T-shirts	√	√	√
Certificate of Appreciation for support of multicultural diversity	√	√	√
Ad in Festival Program Book	Inside Front Cover	Inside Back Cover	One full page

