

SPONSORSHIP OPPORTUNITIES



SPRING FEST 2026

Saturday, April 26, 2025 | Noon - 5:00pm
El Pueblo de Los Angeles Historical Monument

The Chinese American Museum (CAM) invites you to take advantage of an opportunity to be a valued sponsor for CAM's signature community event, Spring Festival 2026.

Every year, over 8,000 visitors attend our free event at El Pueblo de Los Angeles Historical Monument in downtown Los Angeles, CA. This festival offers the largest variety of interactive arts, crafts, and educational activities, sharing Chinese American culture in celebration of our city's diversity. Multi-generational families learn about the historical and cultural contributions of Chinese Americans throughout the day, strengthening our relationships with the local community.

For more than two decades, our popular one-day public event captures the spirit of Chinese traditions through showcasing a broad spectrum of arts, performances, folk crafts, literature and lanterns. Elected officials are invited to make remarks at our opening program, welcoming guests to a day buzzing with excitement. The festival hosts over 20 different educational and cultural activities, including Lion Dancing, ethnic music and dance performances, martial arts demonstrations, and arts and crafts booths featuring Year of the Horse crafts, Chinese calligraphy, and many more.

Your sponsorship will provide integral support for producing this popular Downtown event right at the historical and transportation hub of Los Angeles. Your organization will receive wide exposure to our diverse audiences and the downtown community through multiple marketing channels.

Attached is a packet of materials outlining the various sponsorship opportunities and benefits available. Please review the packet enclosed. We would be happy to answer any questions you may have about the sponsorship opportunities. We look forward to your support in making our festival a success.

For any inquiries or questions, please contact us at info@camla.org or call (213) 485 - 8484.

Thank you for your time and consideration.

Sincerely,

Michael Truong
Executive Director
Chinese American Museum



FIRE HORSE (\$10,000)

In addition to all the benefits from Silver Dragon sponsorship,

- Opportunity for company representative to make remarks
- Priority position of company logo on Event Banner placed on main stage
- Priority position of company logo on Event Postcard



GOLDEN DRAGON (\$5,000)

In addition to all the benefits from Bronze Lion sponsorship,

- Company promotional 10'x20' booth with representatives
- Logo on event t-shirts

SILVER LION (\$3,000)

In addition to all the benefits from Fire Monkey sponsorship,

- Company logo on Event Banner placed on main stage
- Company logo on Event Postcard
- Company promotional 10'x10' booth with representatives



BRONZE MONKEY (\$1,000)

- Company logo included on Event Program
- Public acknowledgment during event speeches
- Company name recognition in CAM's annual newsletter
- Company logo (or name) recognition in CAM's website and social media

*To be listed on printed materials, logos must be submitted by April 5, 2026.



Donation Form

Your Name: _____

Company or Organization Name (if any): _____

Email: _____ Phone: _____

Address: _____ City: _____ Zipcode: _____

Sponsorship Level: Fire Horse (\$10,000) Golden Dragon (\$5,000)

Silver Lion (\$3,000) Bronze Monkey (\$1,000)

Total Sponsorship Amount: \$_____

Please accept my donation in the amount of: \$_____

Payment Options: Check (Payable to FCAM) Mastercard Visa

Credit Card Number: _____

Expiration Date: _____ CVC: _____ Billing Zipcode: _____

Signature: _____