



Asian/Pacific American Heritage Association
Asian Pacific Heritage Festival

Saturday, May 18, 2013, 10 am - 5 pm
Houston Community College (HCC)
5601 West Loop South, Houston, Texas 77081

April 3, 2013

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APAHA will be celebrating the Asian/Pacific American Heritage Month in May with our annual APAHA festival. The festival will be held on Saturday May 18, 2013 at Houston Community College (HCC) parking lot at 5601 West Loop South from 10:00 AM to 5:00 PM.

At the APAHA festival, we will celebrate the rich heritage of Asian/Pacific Islanders with the greater Houston community by showcasing exciting activities, including cultural performances, games, cultural arts/crafts tables and various food booth/trucks. We also have an APAHA signature event - Ramen Noodle eating contest, at the festival (see separate Attachment). This contest was extremely fun and popular to our participants.

This year's festival is brought to the Houston community through the collaboration of many non-profit organizations including Houston Greeters and Chinese American Citizens Alliance. We are also currently working with various non-profit groups, including Asia-related Houston sister city groups, cultural performance academies and HISD for the festival.

APAHA annual festival reaches many in the community. We hope that you will consider sponsoring a table or food booth/truck (for a token cost of \$100) and join us to celebrate the month of May and carry out our mission - "to promote Asian/Pacific American accomplishments and heritages through awareness, education and celebration."

To share with you some history about the Asian Pacific American Heritage Month: On October 5, 1978, President Jimmy Carter signed a Joint Resolution designating the annual celebration. In 1990, President George H.W. Bush signed an extension making the week-long celebration into a month-long celebration. In 1992, the official designation of May as Asian-Pacific American Heritage Month was signed into law. President Barack Obama recently reiterated this declaration. In 1992, Houston's Asian Pacific American Heritage Association (APAHA) became a 501c(3) non-profit organization. APAHA's annual fundraising event for 2013 is our GALA on May 31st at the Omni Houston Hotel. We have also enclosed a combined Festival/Gala sponsorship package for your review.

For more information about the Festival or APAHA, please contact Charlene Chuang, Festival's Chair, at charlencchuang@gmail.com, (832) 865-5811; or Theresa Tran, Executive Director, at ed@apaha.org, (713)-784-1112.

Sincerely yours,

Charlene Chuang
President & Festival Chair

Theresa Tran
Executive Director



**Asian/Pacific American Heritage Association
May Festival**

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FESTIVAL SPONSORSHIP FORM

Name: _____

Organization/ Company Name: _____

Address: _____ City _____ Zip _____

Phone: _____ Fax: _____ Email: _____

- Table reservation (\$100): \$ _____
- Other amount (Please write other amount): \$ _____

FESTIVAL SPONSORSHIP - METHOD OF PAYMENT

- My check is enclosed in the amount of \$ _____ Check number: _____.
Make check payable to the "Asian/Pacific American Heritage Association".

Please charge my AMEX DISCOVER MASTERCARD VISA
Name on the card: _____

Card number: _____ Expiration: _____

3/ 4 Digit security code on the back of the card: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Date: _____

APAHA is a 501 (c) (3) non-profit organization. Donations and booth sponsorship may be deducted as a charitable expense. Please consult with your accountant about deducting as a business expense.
All payments are non-refundable.

Please RSVP to Charlene Chuang, Festival Chair at charlenecchuang@gmail.com, (832) 865-5811 and or to Theresa Tran Executive Director at ed@apaha.org, (713)-784-1112



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I support the mission of APAHA and will commit our/ my sponsorship in 2013 in the level marked below:

SPONSORSHIP LEVEL	SPONSORS BENEFITS
<input type="checkbox"/> Platinum \$10,000	<ul style="list-style-type: none"> • 2 tables at the festival & 1 VIP table of 10 at APAHA's gala • Company logo on the APAHA website • Full page ad in the APAHA's gala program book • Logo on 2 large screens at Gala • Name on press releases and other advertisements • Name and Logo in marketing material • Media interview opportunity • 1-year membership with APAHA
<input type="checkbox"/> Gold \$5,000	<ul style="list-style-type: none"> • 2 tables at the festival & one VIP table of 10 at APAHA's gala • Company logo on the APAHA website • 1/2 ad in the APAHA's gala program book • Name and Logo in marketing material • 1-year membership with APAHA
<input type="checkbox"/> Silver \$2,500	<ul style="list-style-type: none"> • A table at the festival & a \$2500 level table of 10 at APAHA's gala • Company logo on the APAHA website • 1/4 page ad in the APAHA's gala program book
<input type="checkbox"/> Bronze \$1,500	<ul style="list-style-type: none"> • A table at the festival & a table of 10 at APAHA's gala • Name on Gala program booklet • 1-year membership with APAHA
<input type="checkbox"/> Friend \$1,000	<ul style="list-style-type: none"> • A table at the festival & 8 regular seat at APAHA's gala • 1-year membership with APAHA
<input type="checkbox"/> Individual \$500	<ul style="list-style-type: none"> • A table at the festival & 4 regular seat at APAHA's gala • 1-year membership with APAHA
<input type="checkbox"/> Festival Table \$100	<ul style="list-style-type: none"> • A table at the festival

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Please **RSVP** to Charlene Chuang, **Festival Chair** at charlencchuang@gmail.com,
or to Theresa Tran **Executive Director** at ed@apaha.org