



Signature Events Sponsorship Overview

events@quincyasianresources.org

qarius.org

617-472-2200

Immigrants Supporting Immigrants

Who We Are



QARI's mission is to foster and improve the social, cultural, economic, and civic lives of immigrants and their families in order to benefit Quincy and its neighboring communities. Through collaborations and partnerships, we provide culturally competent services in healthcare, workforce development, adult education, youth development, and cultural events, as well as assistance with public institutions or other community organizations.

Each year, QARI organizes three signature events for the community at-large to enjoy: the Lunar New Year Festival, the August Moon Festival, and the Community Banquet. These events draw thousands of attendees annually and celebrate cross-cultural solidarity. Our community events are highly collaborative, visible productions. Sponsors have the opportunity to support QARI's work while also gaining invaluable exposure for your organizations. By sponsoring our events, you become connected to QARI's extensive network of diverse partners, stakeholders, and community leaders. We invite you to learn more about how your organization can get involved.

Thank you, and we look forward to collaborating with you soon.

Paul Shaw, Board Chair

Philip Chong, President & CEO



Lunar New Year Festival

Lunar New Year Festival

Held in February



Lunar New Year, Chinese Chunjie, Vietnamese Tet, Korean Solnal, Tibetan Losar, and also called Spring Festival, is celebrated in China and other Asian countries. It begins with the first new moon of the lunar calendar and ends on the first full moon, 15 days later. During the momentous holiday, friends and family members gather and wish one another prosperity, good health, and longevity in the new year.



Massachusetts

QARI's Lunar New Year Festival has been a staple of Quincy's family-friendly events since 1988. Join us at North Quincy High School for live cultural performances—including traditional lion and dragon dances—messages from community leaders, and diverse vendors.

New York

In collaboration with partners across New York City, QARI celebrates the Lunar New Year by distributing red pockets and hosting giveaways at outreach events in Brooklyn, Queens, and Manhattan.

Rhode Island

QARI hosted its first Lunar New Year celebration at Amazon's Providence, RI distribution site in 2022. Employees and their families enjoyed traditional food and activities.

Lunar New Year Festival Sponsorship

- Sunday, February 18, 2024
- 10,000 attendees in 2023
- North Quincy High School

QARI
SINCE 2001

Presenting Tier - \$18,000

- Exclusive promotion as Presenting Sponsor;
- Speaking opportunity and recognition at Opening Ceremony;
- Logo in all event communications as appropriate (stage backdrop, event poster, website, regional press, social media);
- Full-page color ad in program book;
- Exhibit space (incl. 6' table, 2 chairs).

Diamond Tier - \$12,000

- Speaking opportunity and recognition at Opening Ceremony;
- Logo on main stage backdrop, event poster, and website.
- Logo recognition in local and regional newspapers;
- Full page color ad in program book;
- Exhibit space (incl. 6' table, 2 chairs).

Jade Tier - \$8,000

- Acknowledgement at Opening Ceremony;
- Logo on event banner display, poster and website;
- Logo recognition in local and regional newspapers.
- Full page color ad in program book;
- Exhibit space (incl. 6' table, 2 chairs).

Gold Tier - \$3,000

- Full-page color ad in program book;
- Listing on event website;
- Logo recognition on event banner display and event poster;
- Exhibit space (incl. 6' table, 2 chairs).



Quincy August Moon Festival

August Moon Festival

Held in August



The August Moon Festival is a momentous holiday in many Asian cultures. It celebrates the harvest and the moon as symbols of prosperity, happiness, and unity.

QARI is proud to partner with the City of Quincy to host our annual August Moon Festival, a community tradition since 1987. Designated the city's signature event for August and voted 'Best Street Festival' by Boston Magazine in 2018, the festival features traditional and modern performances, food trucks, carnival amusements, games, cultural booths, and a street market. The festival is one of the most popular cultural events in the South Shore area and the largest of its kind in the Northeast. The community event unites over 20,000 diverse guests and raises over \$100,000.

Visit qarius.org/august-moon-festival for more information.



August Moon Festival Sponsorship

- Sunday, August 18, 2024
- 15,000-20,000 attendees annually
- Downtown Quincy, MA

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Presenting Tier - \$24,000

- Exclusive promotion as Presenting Sponsor;
- Speaking opportunity and recognition at Opening Ceremony;
- Logo in all event communications as appropriate (stage backdrop, event poster, website, press, volunteer t-shirts);
- Back cover color ad in the program book;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Diamond Tier - \$18,000

- Speaking opportunity and recognition at Opening Ceremony;
- Full-page color ad in the program book;
- Logo on main stage backdrop, event poster, website, and volunteer t-shirts;
- Logo recognition in local and regional newspapers with approximate circulation to 14,000 people;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Jade Tier - \$10,000

- Acknowledgement at Opening Ceremony;
- Full-page color ad in the program book;
- Logo on event poster, website, and volunteer t-shirt;
- Logo recognition in local and regional newspapers with approximate circulation to 14,000 people;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Gold Tier - \$5,000

- Full-page color ad in the program book;
- Acknowledgement in program book and post-event press;
- Logo recognition on event banner;
- Listing on event website;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).



Community Banquet

Community Banquet

Held in May



The annual event is an evening celebrating diversity and collaboration. Started in 2008, it features entertaining cultural performances, recognizes local leaders for their invaluable contributions to immigrant communities, and spotlights the youth recipients of QARI's scholarship fund. The dinner banquet is an exciting opportunity for area leaders, partners, and stakeholders from Quincy, the South Shore, and Greater Boston to engage and promote synergy within the Asian community.



Visit qarius.org/community-banquet for more information.

Build • Empower • Support • Lead



Community Banquet Sponsorship

- Thursday, May 30, 2024
- 600 attendees in 2023
- Traditional Chinese banquet dinner

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Presenting Tier - \$18,000

- Exclusive promotion as Presenting Sponsor;
- Speaking opportunity and recognition at Banquet Opening;
- Premier placement of full page color ad in program book;
- Logo in all event communications as appropriate (stage backdrop, event poster, website, press, social media);
- Logo on PowerPoint guest greeting;
- 2 tables of 10 guests;
- Support 200 immigrants with ESOL, Citizenship classes, workforce support, and social services.

Diamond Tier - \$10,000

- Speaking opportunity and recognition at Opening Ceremony;
- Full page color ad in program book;
- Logo on stage backdrop, invitation, event poster, and website.
- Logo on PowerPoint guest greeting;
- 1 table of 10 guests;
- Support 100 immigrants with ESOL, Citizenship classes, workforce support, and social services.

Jade Tier - \$7,000

- Acknowledgement at Opening Ceremony;
- Sponsor recognition in e-blasts, program book, and website;
- 1 table of 10 guests;
- Support 60 immigrants with ESOL, Citizenship classes, workforce support, and social services.

Gold Tier - \$4,000

- 1 table of 10 guests;
- Logo recognition in program book and website;
- Support 20 immigrants with ESOL, Citizenship classes, workforce support, and social services.

Summary: Signature Events Sponsorship

Lunar New Year Festival

Presenting - \$18,000

- Exclusive promotion as Presenting Sponsor;
- Speaking opportunity and recognition at Opening Ceremony;
- Logo in all event communications as appropriate (stage backdrop, event poster, website, regional press, social media).
- Full-page color ad in program book;
- Exhibit space (incl. 6' table, 2 chairs);

Diamond - \$12,000

- Speaking opportunity and recognition at Opening Ceremony;
- Logo on main stage backdrop, event poster, and website.
- Logo recognition in local and regional newspapers;
- Full page color ad in program book;
- Exhibit space (incl. 6' table, 2 chairs).

Jade - \$8,000

- Acknowledgement at Opening Ceremony;
- Logo on event poster and website;
- Logo recognition in local and regional newspapers.
- Full page color ad in program book;
- Exhibit space (incl. 6' table, 2 chairs).

Gold - \$3,000

- Exhibit space (incl. 6' table, 2 chairs);
- Full-page color ad in program book;
- Listing on event website;
- Acknowledgement in program book; Logo recognition on event banner display.

August Moon Festival

Presenting - \$24,000

- Exclusive promotion as Presenting Sponsor;
- Speaking opportunity and recognition at Opening Ceremony;
- Logo in all event communications as appropriate (stage backdrop, event poster, website, press, volunteer t-shirts);
- Back cover color ad in the program book;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Diamond - \$18,000

- Speaking opportunity and recognition at Opening Ceremony;
- Full-page color ad in the program book;
- Logo on main stage backdrop, event poster, website, and volunteer t-shirts;
- Logo recognition in local and regional newspapers with approximate circulation to 14,000 people;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Jade - \$10,000

- Acknowledgement at Opening Ceremony;
- Full-page color ad in the program book;
- Logo on event poster, website, and volunteer t-shirt;
- Logo recognition in local and regional newspapers with approximate circulation to 14,000 people;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Gold - \$5,000

- Full-page color ad in the program book;
- Acknowledgement in program book and post-event press;
- Logo recognition on event banner;
- Listing on event website;
- Exhibit space (6' table, 2 chairs, 10' x 10' tent).

Community Banquet

Presenting - \$18,000

- Exclusive promotion as a Presenting Sponsor
- Speaking opportunity and recognition at Banquet Opening
- Premier placement of full-page color ad in program book
- Logo in all event communications as appropriate (stage backdrop, invitation, website, program book)
- Logo on PowerPoint guest greeting
- Support 200 immigrants with ESOL & Citizenship classes, workforce development, and social services
- 2 tables at the Banquet (20 guests)

Diamond - \$10,000

- Speaking opportunity and recognition at Banquet Opening
- Full-page color ad in program book
- Logo on stage backdrop, invitation, website, and program book
- Logo on PowerPoint guest greeting
- Support 100 immigrants with ESOL & Citizenship classes, workforce development, and social services
- 1 table at the Banquet (10 guests)

Jade - \$7,000

- Acknowledgement at Banquet Opening
- Sponsor recognition in e-blasts, program book, and website
- Support 60 immigrants with ESOL & Citizenship classes, workforce development, and social services
- 1 table at the Banquet (10 guests)

Gold - \$4,000

- Logo recognition in program book and website
- Support 20 immigrants with ESOL & Citizenship classes, workforce development, and social services
- 1 table at the Banquet (10 guests)

2024 Sponsorship Bundles

Lunar New Year

February 18, 2024

Community Banquet

May 30, 2024

August Moon Festival

August 18, 2024

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Presenting Tier - \$48,000

- Exclusive promotion as Presenting Sponsor at all festivals;
- Speaking opportunity and recognition at Opening Ceremonies;
- Premier placement of full page color ad in program books;
- Logo in all event communications as appropriate (stage backdrop, event poster, website, press, social media);
- Festival exhibit space and 2 Community Banquet tables of 10 guests;
- Support 200 immigrants with ESOL & Citizenship classes, workforce development, and social services;
- 20% discounted sponsorship bundle.

Diamond Tier - \$32,000

- Speaking opportunity and recognition at Opening Ceremonies;
- Full page color ad in program books;
- Logo on stage backdrop, invitation, event poster, website, greetings.
- Festival exhibit space and 1 Community Banquet table of 10;
- Support 100 immigrants with ESOL, Citizenship classes, workforce support, and social services;
- 20% discounted sponsorship bundle.

Jade Tier - \$20,000

- Acknowledgement at Opening Ceremonies;
- Sponsor recognition in e-blasts, program book, and website;
- Festival exhibit space and 1 Community Banquet table of 10;
- Support 60 immigrants with ESOL, Citizenship classes, workforce support, and social services;
- 20% discounted sponsorship bundle.

Gold Tier - \$9,600

- Festival exhibit space 1 Community Banquet table of 10;
- Logo recognition in all program books and website communication;
- Support 20 immigrants with ESOL, Citizenship classes, workforce support, and social services;
- 20% discounted sponsorship bundle.



Interested in sponsoring?

Please contact us at:

events@quincyasianresources.org

617-472-2200

 @QARI1509

 @qari_usa

 @qari_usa

 @QARI



qariususa.org

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