

ASIAFEST '08
The 5th Annual Plano Asian Heritage Festival



The City of Plano plans to proclaim the week of April 27 – May 3, 2008 as Asian Heritage Week to recognize the contributions of the local Asian community. The **Celebrating Asian American Heritage Foundation (CAAHF)**, a non-profit 501(c)(3) organization devoted to promoting the diversity of Asian heritage, will host **ASIAFEST '08** on Saturday May 3, 2008. The fifth annual Festival will take place at Haggard Park in downtown Plano from 11 am to 5 pm. Activities will include demonstrations of Asian culture including Chinese calligraphy, Asian painting, traditional dances, fashion shows, musical instruments and other cultural arts. Talented artists from the local Asian community will showcase their culture and heritage to the public. This event celebrates the diverse artistic and cultural experiences of Asian-Americans. **ASIAFEST '08** is about understanding the different spices that make up the wonderful American Melting Pot.

Since the first Plano Asian American Heritage Festival in 2004, the event has been recognized and touted in local newspapers and media as one of the main events to celebrate Asian American Heritage month in Plano. Your support and sponsorship are very important for the success of the week's events and will be appreciated by the Asian community.

ASIAFEST '08 is supported by the City of Plano, the Mayor, City Council, and our sponsors. Your generous support will be recognized in our program book, our advertisements, and there will be a unique opportunity to display your company's banner at the festival.

Please fill out the enclosed sponsorship form and join our distinguished group of sponsors. For more information, please contact committee@AsianAmericanHeritage.org or visit us at www.AsianAmericanHeritage.org.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Khatina Wahab".

Khatina Wahab
Chair, Fund Raising Committee
ASIAFEST '08
Tel: (214)556-8168
E-mail: committee@AsianAmericanHeritage.org



Celebrating Asian American Heritage Foundation supports education, arts, and cultural activities

<http://www.AsianAmericanHeritage.org>



❑ Platinum Sponsor \$3,000

- Opportunity to address attendees at the Festival
- Company Banner (provided by the sponsor) displayed at ASIAFEST '08
- Full page ad (provided by the sponsor) on ASIAFEST '08 program guide
- Company logo on Posters, Event Brochures, and Flyers of all CAAHF events
- Company logo on local newspaper ads for all CAAHF events
- Link to Company webpage from the CAAHF webpage
- Company recognized at all CAAHF events
- Free Exhibition Booth at ASIAFEST '08

❑ Gold Sponsor \$1,000

- Company Banner (provided by the sponsor) displayed at ASIAFEST '08
- Full page ad (provided by the sponsor) on ASIAFEST '08 program guide
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❑ Silver Sponsor \$500

- Half page ad (provided by the sponsor) on ASIAFEST '08 program guide
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- Company logo on local newspaper ads for all CAAHF events
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- Free Exhibition Booth at ASIAFEST '08

Company/Organization Name: _____

Address: _____

Contact person: _____ Tel: _____

Email: _____ Signature: _____

Please email this form to committee@AsianAmericanHeritage.org or fax to: 214-461-0488

Make check payable to CAAHF and mail to:

CAAHF, c/o June Kang, 3941 Legacy Dr. Suite 204 #B127, Plano, TX 75023.

For more information, please contact Khatina Wahab (Tel: 214-556-8168)



ASIAFEST '08

5th Annual Plano Asian American Heritage Festival

11:00-5:00 pm Saturday May 3rd, 2008

Hosted by

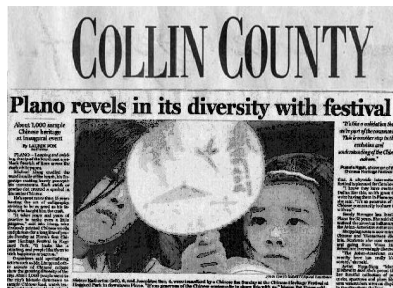
Celebrating Asian American Heritage Foundation (CAAHF)



www.AsianAmericanHeritage.org

Celebrating Asian American Heritage Foundation (CAAHF)

- Non-Profit: 501c(3) Organization
- Formed February 18th 2005
- Comprised entirely of volunteers



Demographics

- 16.5% of Plano population is of Asian descent
 - US Census Bureau 2005 Survey
- 19% of the PISD student body is of Asian descent
- Asian community comprises the largest ethnic minority group in Plano
- Asian is the fastest growing ethnic group in Plano and Collin County
- ASIAFEST provides excellent business opportunity for reaching out to this fast growing community



ASIAFEST '08 Promotes Cross-Cultural ...

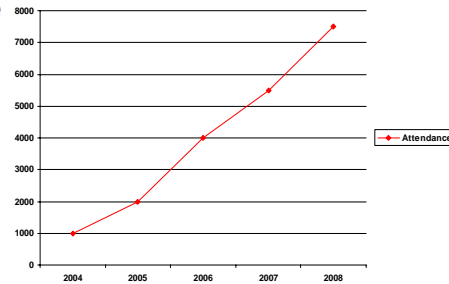
- Harmony
- Respect
- Appreciation
- Understanding
- Enrichment
- Community Education



ASIAFEST (2004~)

Plano Asian American Heritage Festival History

- 5th year in existence since 2004
- Positive media coverage
- Attendance increased each year
- '07 attendance over 5000
- Experienced Board
- Underwritten by the City of Plano
- Supported by the Mayor and City Council
- Supported by the local business community



ASIAFEST '07

- > 5000 Attendance
- 70 Booths
- 26 Performances
- 24 performing groups
- 16 Sponsors



ASIAFEST '07



ASIAFEST '07



ASIAFEST '06



Festival 2005 & 2004



Community Partnership



NATIONAL MARROW DONOR PROGRAM®



ASIAFEST '07 Sponsors



ASIAFEST '08 Sponsorship Benefits*

Opportunity to address attendees at the Festival
Free Exhibition Booth at ASIAFEST '08
Sponsor Banner displayed at ASIAFEST '08
Sponsor Ad on ASIAFEST '08 program guide
Sponsor logo on Posters, Event Brochures, and Flyers
Sponsor logo on newspaper ads for all CAAHF events
Link to Sponsor webpage from the CAAHF webpage
Sponsor recognized at all CAAHF events

* vary with sponsorship level

ASIAFEST provides excellent opportunity for business to reach out to the Asian community and beyond

ASIAFEST '08 is expected to be the best yet!

