



**The Annual  
Oregon  
Asian  
Celebration**

**Sponsorship Proposal**

**3<sup>rd</sup> Weekend in February  
Each year**

**Lane Events Center Fairgrounds  
Eugene, Oregon**

Produced by the Eugene/Springfield Asian Council  
PO Box 51117, Eugene, OR 97405

[www.asiancelebration.org](http://www.asiancelebration.org)

## Contents

Oregon Asian Celebration	Page 2
Mission Statement	Page 2
History	Page 3
Event Producers	Page 4
Funding	Page 5
Demographic Profile	Page 6
Sponsorship Opportunities	Page 7
Sponsor Benefits	Page 8



**In 2018, the event will have celebrated its 33rd anniversary as a popular long-standing cultural event in Lane County.**

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## Oregon Asian Celebration

### **Mission**

The mission of the Oregon Asian Celebration is to enhance appreciation of Asian and Asian American cultural heritage by featuring a broad representation of entertainment, foods, crafts, art and other aspects of Asian cultures that are appealing to all ages.

### **Description**

The Oregon Asian Celebration is the state's largest Asian cultural event and occurs on the 3rd weekend in February each year. The event takes place at the spacious Lane Events Center in Eugene, OR. Partner activities are often scheduled on other days as part of the festival.

Colorful Asian attire, the sweet and savory aroma of Asian cuisine, and the graceful movements of colorful attired dancers are just a few of the cultural experiences one will find at the Celebration. The Asian Marketplace fills the exhibit hall with intriguing gifts, imports, jewelry, clothing, textiles and so much more. An art exhibit showcases talented artists and the artisan area features crafts and wonderful works of art from handmade papers to pottery to specialty craft items that are and important part of Asian cultures.

With great fanfare, the Oregon Asian Celebration officially opens with a traditional Chinese Lion Dance to scare away the evil spirits and usher in a day of good fortune. As the colorful lion winds its way through the crowds, children and adults greet the lion at the main stage, where the audience is captivated by the lion's gyrations to the lively beat of the Japanese taiko drum. This dance signals an invitation to visitors to become a part of the festival and to enjoy the sights and sounds of more than a dozen Asian ethnic heritages.

Other organizations are beginning to recognize the event as an opportunity to get involved. Civic organizations, businesses, schools, public libraries, museums are showing greater interest in programming cultural activities to coincide with the Asian Celebration weekend.

From the aroma of yakisoba noodles to the steam-laden dim-sum, a variety of Asian dishes will tempt even the most discriminating palate.

Artisans display their crafts handed down from generation to generation. Children are invited to create souvenirs such as origami cranes or rice paper made by their own hands. People of all ages are enthralled by the nonstop variety of martial arts techniques demonstrated by numerous martial art schools on the Performance Hall stage.

Perusing the marketplace can take hours, since many vendors artfully display their wares or demonstrate their crafts such as Chinese calligraphy or giving free massages. Many booths offer information such as the Asian consulates from Japan, Indonesia, and the Philippines.

Cooking demonstrations attract visitors who wish to learn how to make tantalizing Asian cuisine. New events occur each year. Past years have featured a Sushi Showdown, with some of the best sushi chefs in the area, and at the Celebration's 2015 Valentine's Day weekend, a fun and competitive Noodle-Canoodle eating contest.

Best of all, no one seems to go home empty handed. The Asian cultural experience is the souvenir that has the greatest life-long value.

## History

The Oregon Asian Celebration is the state's longest running and successful Asian festival of its kind. The Oregon Asian Celebration began in 1986 in Eugene, Oregon as an Asian community celebration to instill cultural pride and appreciation for Asian cultural heritage. The community response was so positive, the event expanded to become a destination point event and has received tourism recognition by Lane County and the State of Oregon.

The Oregon Asian Celebration takes place at the Lane Events Center, the county's largest performance venue, near the downtown core.

## Event Producers

More than 15,000 visitors partake in the weekend celebration, with many traveling from outside the area.

The Oregon Asian Celebration is produced by the Eugene/Springfield Asian Council, whose membership consists of citizens of diverse Asian ethnicities and anyone interested in promoting Asian and Asian American cultural heritage. Anyone can belong to the Council. The Eugene/Springfield Asian Council is the only organization on the West Coast with representation from various Asian ethnic heritages.

The **Eugene/Springfield Asian Council's mission** is to create opportunities that foster friendships and harmonious relations among all people. The Council meets year-round to:

- Produce or sponsor Asian cultural activities
- Host cultural and educational dignitaries
- Sponsor Asian cultural exhibits
- Provide technical assistance in addressing Asian and Asian American concerns
- Uses proceeds from the event to help fund the Asian American Foundation of Oregon scholarships and grants to individuals and organizations that conduct activities that fulfill the mission of the Council and Foundation.

Besides the Oregon Asian Celebration, the Asian Council annually produces the Asian Kite Festival in May and co-presents the Obon and Taiko Drumming Festival in July.

The Eugene/Springfield Asian Council is a non-profit 501 (c4) organization. Contributions are tax deductible as a business or trade expense.

## Event Admission Fee

Event admission is determined each year; however, children 12 and under are always free.

Proceeds go toward grants to further cultural activities in the community and college scholarships administered by the Asian American Foundation of Oregon, based in Eugene, OR.

## Funding

All organizers of the Oregon Asian Celebration work as volunteers. With some exceptions, all entertainers, dancers, artisans and demonstrators are volunteers, as well. Some compensation is provided for entertainers who must travel to Eugene. It is the desire of the event to bring in entertainers from other parts of the United States and Asia with support of grants or corporate underwriting.

Admission fees, in-kind contributions, advertising fees, and corporate sponsorships cover event expenses.

## Visitor Demographics

Based on intercept surveys conducted at the Oregon Asian Celebration, the majority of visitors reside within the metropolitan area. A little more than one fourth of all visitors come from outside the Eugene area. Over 60% of event visitors attend with family members, followed by 33% with friends. Over a third of event visitors consider their nationality as ethnic minority, which exceeds the county's percentage of minority population, as a whole.

This event attracts visitors interested in cultural diversity experiences and with a thirst for cultural awareness for themselves and their children since few opportunities exist in Lane County.

The most often cited sources of information about the Oregon Asian Celebration is family and friends who have been to past events, the local media, advertisements, social media, posters and handbills, and community calendars.

The variety of entertainment and foods are the most often cited aspects of the event most enjoyed by survey respondents.

Overall, comments are very positive regarding the variety of cultural activities.

## Demographic Profile

AGE	%
Under 19	27.6%
20-34	21.9%
35-54	28.3%
55-64	11.0%
65-74	5.1%
Over 75	6.1%

Male	Female
45%	55%

INCOME	%
\$15,000-\$24,999	12.6%
\$25,000- \$49,999	33.2%
\$50,000-\$74,999	22.3%
\$75,000-\$99,999	9.5%
\$100,000 +	4.7%

RESIDENCE	%
Eugene	56%
Springfield	16%
Out of area	19%
Out of State	3%

EDUC. ATTAINMENT	%
High School graduate or higher	87%
Bachelor's degree or higher	26%

ETHNICITY	%
Caucasian	86%
Hispanic	6%
Asian	3.8%
African-American	2.0%
Multi-Race	3.7%



## Sponsorship Opportunities

### Sponsorship Levels:



The Oregon Asian Celebration invites your participation in any aspect of the event.

Sponsorships can also be tailored to best meet your goals for involvement and budget:

### Fee

-- Event Major Sponsorship	\$5,000+
-- Presenting Sponsor of the Main Stage	\$ 5,000
-- Presenting Sponsor of an event area	\$ 2,500
-- General Major Sponsor	\$ 2,500
-- Program Sponsor of specific activity	\$ 1,500
-- Friend of the Oregon Asian Celebration	\$ 1,000

Below is an example of properties that are available:

### EVENT AREAS

- **Fine Arts Exhibit**
- **Youth Room**
- **Asian Marketplace**
- **Asian Cooking Demonstrations Series**
- **Martial Arts Stage**
- **Atrium Stage**
- **Asian Food Court**

### ACTIVITIES - Some activities do not occur each year

- **Asian Crafts Demonstrations**
- **Atrium Demonstration Stage**
- **Competitions**
- **Special exhibits**
- **Other activities welcome**



## Sponsor Benefits

### Major sponsors receive the following:

Depending upon your sponsorship level, sponsor benefits may include:

- Sponsor Booth
- Programming space/time
- Product sampling
- Sponsor banner onsite at entrances/exits and at sponsored property
- Sponsor logo on all printed materials.
  - 1,500 Event posters
  - 20,000 Event handbills
  - 10,000 Event Program Guides (24 pages)
- Sponsor ad on the AsianCelebration.org website
- Sponsor ad in the Program Guide (1/4 or 1/2 page)
- Sponsor logo in all Event advertisements
  - Print – statewide newspapers
  - Broadcast – television and radio
  - Event website: [www.asiancelebration.org](http://www.asiancelebration.org)
- Sponsor recognition by Main Stage Emcee throughout the event.
- Sponsor and logo recognition - Social media presence on the Asian Celebration Facebook and Twitter feed
- Admission Tickets (invite your employees, clients or family and friends)

**The Oregon Asian Celebration welcomes all suggestions for involvement and sponsorship.**

**Sponsorship agreements should be finalized by the end of December to ensure maximum exposure for sponsors.**

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