

# AWAKENING CHINATOWN

2024

Sponsorship Opportunities



VICTORIA  
CHINATOWN  
MUSEUM SOCIETY

Lead Sponsor:





## A community celebration

On May 26, 2024, thousands of people will come together in Victoria's historic Chinatown for the 3<sup>rd</sup> annual Awakening Chinatown Festival.

Produced by the [Victoria Chinatown Museum Society](#), the event takes place from Noon – 5:30 pm on the last Sunday of Asian Heritage Month.

Highlights include Chinese dance, music, food and art, providing free fun and entertainment for the whole family.

View photos from the 2023 event [here](#).

# 2023 Highlights

- 6,000+ attendees.
- 200+ performers, including traditional children and adult Chinese dance troupes, Asian opera singers, Happy Drum Group, Victoria Society of Chinese Performing Arts - Evergreen (Senior's) Choir, House of Rice, Sunshine Fitness, magician Justin Louie and the Victoria Chinese Opera Club.
- Plentiful family activities, including Chinese calligraphy, arts, crafts and fortune telling.
- Editorial coverage by CBC radio, CTV, CHEK TV, Victoria News, Times Colonist, Victoria Buzz and more.
- 1,199,925 impressions in advertisements on CFAX, Rogers Radio, YAM magazine, Times Colonist, Capital Daily, Black Press and Used Victoria.





## Showcase your Community Support

Become a sponsor of Awakening Chinatown 2024 and help the Victoria Chinatown Museum Society fulfill its goals to:

- Tell the story of Chinese immigrants that have shaped this city, province, and country,
- Provide the opportunity for people to learn about themselves and their heritage,
- Educate others on the struggles and challenges of Chinese ancestors that made way for future generations in Canada.
- Foster community engagement,
- Celebrate immigration and diversity, and
- Educate the broader community on why Victoria's Chinatown is so special to BC and Canada.

**Align your brand with a joyful, vibrant event that celebrates the importance of diverse cultures in promoting welcoming and inclusive communities.**

# Sponsorship Opportunities

Sponsor Benefits	LION	DRAGON	PANDA	MONKEY	RABBIT
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Verbal acknowledgement during opening ceremony	✓	✓	✓		
VIP role during Lion Dance Ceremony	✓	✓			
Tickets to VIP Reception prior to the event	4	2	1	1	1
Prominent recognition on all banners, signage, and posters	✓	✓			
Recognition on signage and posters			✓	✓	
Recognition on VCMS Website	✓	✓	✓	✓	✓
Recognition in paid advertising	✓				
Recognition in social media posts	✓	✓	✓	✓	✓



Interested in becoming a sponsor?  
Contact us at [vicchinesemuseum@gmail.com](mailto:vicchinesemuseum@gmail.com)