



2022 Wichita Asian Association Sponsorship Program



WICHITA
ASIAN
ASSOCIATION

Supporters of the Wichita Asian Association,

On behalf of the Wichita Asian Association (WAA), we would like to share with you the unique and exciting opportunity to become our corporate partner.

As we begin preparations to raise money for scholarships and support for the Asian American and Pacific Islander (AAPI) community here in Wichita, our Board of Directors are fully committed to coordinating and hosting another successful Wichita Asian Festival. The 41st Annual Wichita Asian Festival will be held on Saturday, October 15, 2022 from 5:00 PM to 9:30 PM. The Festival will be using both the Convention and Exhibition Halls at Century II for cultural performances, along with arts and cultural food booths.

The Wichita Asian Festival is the premier AAPI cultural event in our local area and has been a part of Wichita's arts calendar since 1981. Thousands of area residents attend each year to learn about and celebrate the AAPI culture. Due to this event being put on by a host of volunteers, it is only through the support and generosity of our sponsors like you that we are able to continue exposing Wichita area residents to such a rich culture of arts and food. We are proud to invite you to join us and become a partner in our success through your support of a sponsorship package.

As a corporate partner, we can help you create more brand awareness around your organization. This partnership makes a positive statement about your business and is an excellent way to reach a diverse audience of thousands each year. Our attendance in 2021 was over 14,000! Enclosed you will find the 2022 Wichita Asian Association sponsorship levels and details. To maximize your advertising dollars, we offer different sponsorship levels, which will give you flexibility in your level of support.

As a sponsor, you are helping to promote education of the Asian American and Pacific Islander culture and culinary arts by giving Wichita area residents a chance to get acquainted with Asia and gain a better understanding of its culture and people. Your contribution can be used to cover the major costs such as venue, hosting non-local performers of the Festival, and all other Festival and Association activities. In return, we can offer you a fantastic opportunity to promote your company name and gain exposure in the Wichita community.

For more information regarding Wichita Asian Association, visit us at

www.wichitaasianassociation.org

On behalf of the Wichita Asian Association, we thank you for your time and consideration!

Taben Azad

President

wichitaasianassociationks@gmail.com



About Us

The Wichita Asian Association (WAA) is a non-profit organization that believes in the value of diverse perspectives and individuals. Our purpose is to advance cultural visibility by celebrating the vibrant cultures of Asia, providing advocacy of the Asian American and Pacific Islander (AAPI) community, and by fostering a better understanding of our interconnected world. Partnering with us makes sense for your company:

The vision of the Wichita Asian Association is to be the premier Asian American and Pacific Islander organization in the Midwest.

- To achieve your DEI goals and reinforce your reputation as a corporate diversity leader
- To donate volunteer hours or charitable gifts to causes that align with your priorities
- To educate AAPI's about your organization's work, service, and product in the community
- To increase brand awareness, engagement and sales among AAPI's

Since 1981, WAA has been active in the Wichita community. From organizing the annual Wichita Asian Festival to sponsoring performances from artists located all over the world to partnering with other organizations in promoting the advocacy and education of Asian culture, WAA is fulfilling the mission set by the founders.

Our Mission

The mission of the Wichita Asian Association is to empower Asian American and Pacific Islanders to make a meaningful impact in the Wichita community by providing advocacy, fostering cooperation, and promoting cultural awareness to the Wichita community and surrounding region.

Sponsorship Packages

2022 Wichita Asian Association Sponsorship

Annual Sponsorship levels are based on annual support and are determined by the total financial and in-kind contributions. Organizations that support Wichita Asian Association during the calendar year will be recognized for their cumulative sponsorship during that year at the Annual Wichita Asian Festival. The benefits are implemented upon point of achievement and resets at the start of each calendar year.

| WAA Sponsorship | Platinum | Diamond | Gold | Silver | Bronze | Copper | General |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Investment | \$7,500 | \$5,000 | \$2,500 | \$1,000 | \$500 | \$250 | \$100 |
| Available Sponsorship Slots | Reserved | 4/year | 4/year | Unlimited | Unlimited | Unlimited | Unlimited |
| Program Book Advertisement | Full Page | Full Page | Full Page | 1/2 Page | 1/2 Page | 1/4 Page | Listed Name |
| Displayed on Organization's Website | Logo | Logo | Logo | Logo | Listed | | |
| Reserved VIP Seating & Tickets* | X | X | X | X | | | |
| Featured Event Advertising | X | X | X | | | | |
| Festival Vendor Booth* | X | X | X | | | | |
| Right of first refusal for next year if committed by March 1, 2022 | X | X | | | | | |
| Dedicated Social Media Posts* | X | | | | | | |
| Featured as Presenting Sponsor on Event Promotional Material | X | | | | | | |

*Newly added benefit



2022 Wichita Asian Association Sponsorship Package Levels & Benefits Detail

Platinum Presenting Sponsor (\$7,500) Reserved

- Full page advertisement in color on the inside front cover or back cover of the program book
- Logo featured on website, social media, and promotional materials for event
- Reserved VIP seating and tickets
- Featured in additional promotional materials for the event with dedicated social media post
- Use of vendor booth area to showcase to attendees
- Right of first refusal for next year if committed by March 1, 2023
- The sponsor will be designated the “Presenting Sponsor of the Wichita Asian Festival”

Diamond Sponsors (\$5,000, four per year)

- Full page advertisement in color on the inside front or inside back cover, or optimal placement within the program book
- Logo featured on website, social media, and promotional materials for event
- Reserved VIP seating and tickets
- Featured in additional promotional materials for the event
- Use of vendor booth area to showcase to attendees
- Right of first refusal for next year if committed by March 1, 2023

Gold Sponsor (\$2,500, unlimited):

- Full page advertisement in color within the program book
- Logo featured on website, social media, and promotional materials for event
- Reserved VIP seating and tickets
- Featured in additional promotional materials for the event
- Use of vendor booth area to showcase to attendees

Silver Sponsor (\$1,000, unlimited)

- Half page advertisement in color within the program book
- Logo featured on website
- Reserved VIP seating and tickets

Bronze Sponsor (\$500, unlimited)

- Half page advertisement in color within the program book
- Name listed on website

Copper Sponsor (\$250, unlimited)

- Quarter page advertisement in color within the program book

General Sponsor (\$100, unlimited)

- Name mentioned within the program book

All Sponsors

- Announcement of business name during the Festival

Wichita Asian Association Sponsorship Terms & Conditions

In consideration of the covenants, agreements, representations, warranties and obligations herein, together with the Sponsorship Package annexed hereto which is, by reference, incorporated herein and forms a part of hereof (collectively, this or the “Sponsorship Agreement”) and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each of us, intending to be legally bound, have entered into this Sponsorship Agreement, pursuant to which you (“you” or “Sponsor”) have agreed to enter into a sponsorship arrangement with the Wichita Asian Association.

- 1. **TERM.** The term of the Sponsorship Agreement will commence on the date signed by Sponsor (as indicated below) (the “Effective Date”) and shall expire on December 31, 2022 (the “Term”).
- 2. **SPONSORSHIP FEE.** The Sponsor shall pay to the WAF a non-refundable Sponsorship Fee depending on choice marked on the Sponsorship Agreement payable at time of submission. All payments shall be made in lawful money of the United States by check made payable to the “Wichita Asian Association” and sent to the following address: Wichita Asian Association, 2502 E. Douglas, Wichita, KS 67214 or pursuant to such other commercially reasonable method as may be agreed by the parties.
- 3. **ADVERTISING AND SPONSORSHIP BENEFITS.** Sponsor will receive the Sponsorship Benefits attributable to Sponsor’s chosen Sponsorship Level as set forth in the Sponsorship Package.
- 4. **SPONSOR MATERIALS.** Sponsor is responsible, at its sole cost and expense, for securing and clearing any consents, licenses, waivers, or other any third party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video or other materials used or provided by Sponsor in connection with this Sponsorship Agreement
- 5. **SPONSOR PERSONNEL.** Sponsor shall ensure that all Sponsor personnel acting for Sponsor in connection with this Sponsorship Agreement (“Sponsor Personnel”) will follow the rules and instructions (e.g., safety, ingress and egress, scheduling, etc.) provided by the representatives of the WAF onsite at the WAF or otherwise in connection with this Sponsorship Agreement.
- 6. **FORCE MAJEURE.** Sponsor acknowledges and agrees that the WAF is subject to cancellation in the event of circumstances beyond control of the WAF, or other force majeure event, as determined in the reasonable discretion of the WAF and, accordingly, any Sponsorship Benefits to be provided on the day of the WAF may be withdrawn in the event that the WAF is cancelled. WAF shall have no liability to Sponsor in the event of such cancellation of WAF including, without limitation, no obligation to pay back any portion of the Sponsorship Fee.
- 7. **INDEMNIFICATION.** Sponsor agrees to indemnify, defend and hold harmless the WAA and each of its, members, directors, officers, volunteers, agents and representatives (each a “WAA Indemnitee”) from and against, and to reimburse such WAA Indemnitee with respect to, any and all losses, damages, liabilities, costs or expenses (including reasonable attorneys’ and professionals’ fees and disbursements) as they are incurred in connection with investigating, preparing, pursuing or defending any third party action, claim, suit, investigation or proceeding related to, arising out of or in connection with any of the following {whether or not pending or threatened and whether or not any WAA Indemnitee is a party} (a) any breach or alleged breach of this Agreement by Sponsor; (b) any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, the Sponsor Personnel or other persons under their control; and

- injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, the Sponsor Personnel or other persons under their control; and (c) any alleged or actual false advertising, fraud, misrepresentation, libel, slander, illegal competition or trade practice, infringement of trademarks, trade names or titles, violations of rights of privacy or publicity or infringement of copyrights or other proprietary and intellectual property rights resulting from or arising out of or in connection with the use or display of any Sponsor materials.
- 8. MISCELLANEOUS. In case any one or more of the provisions contained in this Agreement or any application thereof shall be deemed invalid, illegal or unenforceable in any respect, such affected provisions shall be construed and deemed rewritten so as to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible, the intent of the parties hereto, and the validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby. This Agreement constitutes the entire agreement and understanding between the parties hereto with respect to the subject matter hereof and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities and representations and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement. This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts, each of which when executed will be an original but all of which taken together will constitute one and the same agreement. This Agreement may be executed and delivered via facsimile machine or other form of electronic delivery by the parties hereto, which shall be deemed for all purposes as an original.