



Wichita Asian Association

2502 E. Douglas, Wichita, KS 67214-4514 (316) 689-8729 Fax (316) 689-8274
Email: wichitaasianassociationks@gmail.com Website: www.wichitaasianassociation.org

Preparations are in process for our 40th annual Wichita Asian Festival to be held on Saturday, October 23, 2021 from 5:00 pm - 9:30 pm. The Festival will again be using both the Convention and Exhibition Halls at Century II for Asian cultural performances, along with arts and cultural foods booths.

As we kick-off our efforts to raise money for scholarships and support for the entire community, the Board of the non-profit Wichita Asian Association are fully committed to coordinating and hosting another successful event. We would love to have you participate through a Festival sponsorship opportunity and make this our best year yet.

The Wichita Asian Festival is the premier Asian 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 Asian culture. In addition to showcasing local talent such as the East High School Lion Dance Team, Tri Pho Lion Dance Team, Chinese Dance Team, Kim's Academy of Tae Kwon Do, and Grace Wu's School of Martial Arts, there are also non-local performers. One of our headline acts from years past is Three Trails Taiko, a wonderful Japanese drum group from Kansas City.

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 foods. We are proud to invite you to join us and become a partner in our success thru your support of a sponsorship package. This partnership makes a positive statement about your business and is an excellent way to reach a diverse audience of thousands each year (security said our attendance in 2018 was 16,000!) Enclosed you will find the 2021 Wichita Asian Festival 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 Asian cultural 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 activities. In return we can offer you a fantastic opportunity to promote your company name and gain exposure in the Wichita community.

If you have any questions, please do not hesitate to contact us at wichitaasianassociationks@gmail.com

Marketing Committee Wichita Asian Association

Please note that the sizes and other specifications of the offered ads are tentative due to the fact that the program book design is currently still in progress.



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2021 Sponsorship Agreement

Sponsor Company Name	
Contact Name	
Business Address	
City / State / Zip	
Phone	Fax
Email	Website

Sponsorship Level - please mark your choice

- | | |
|--|---|
| <input type="checkbox"/> \$5,000 Platinum Presenting Sponsor - RESERVED | |
| <input type="checkbox"/> \$2,500 Diamond Sponsor (4) | <input type="checkbox"/> \$1,000 Gold Sponsor |
| <input type="checkbox"/> \$500 Silver Sponsor | <input type="checkbox"/> \$250 Bronze Sponsor |
| <input type="checkbox"/> \$150 Copper Sponsor | <input type="checkbox"/> \$100 General Sponsor |

<p>Mail Completed Sponsorship Agreement & Check made payable to Wichita Asian Association to:</p> <p>Wichita Asian Festival, Advertising Chair, 2502 E. Douglas, Wichita, KS 67214</p>	<p>Email Logo Art to: wichitaasianassociationks@gmail.com Print Ready Artwork acceptable file formats</p> <ul style="list-style-type: none"> Tiff, PNG, or JPEG files only. Please send high resolution pieces (300 dpi minimum). If possible, upload the artwork to google drive and share the link with the email above. This step helps preserve the digital art quality. Keep in mind when creating your artwork that some colors may vary during printing. Do not compress files.
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Agreed and Accepted - Sponsorship Agreement, Terms & Conditions	
Sponsor	Wichita Asian Festival
By:	By:
Authorized Signature	Authorized Signature
Name	Name
Printed Name	Printed Name
Title	Title
Date	Date

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Wichita Asian Festival 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 in connection with the Wichita Asian Festival ("WAF") to take place on Saturday, October 23, 2021 at Century II in Wichita, Kansas.

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, 2021 (the "Term").
2. **SPONSORSHIP FEE.** The Sponsor shall pay to the WAF a non-refundable Sponsorship Fee of \$5,000.00, \$2,500.00, \$1,000.00, \$500.00, \$250, \$125, or \$124-\$50 depending on choice marked on first page of 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 (e.g., personal delivery by the WAF representative interfacing with Sponsor).
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 WAF and each of its, members, directors, officers, volunteers, agents and representatives (each a "WAF Indemnitee") from and against, and to reimburse such WAF 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

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and whether or not any WAF 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 (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.

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2021 Wichita Asian Festival Sponsorship Package Levels & Benefits

Platinum Presenting Sponsor (\$5,000) Reserved

- The sponsor will be designated the “Presenting Sponsor of the Wichita Asian Festival”
- Full page advertisement in color on the back cover or inside front cover of the program book
- Featured in advertising and promotional materials for the event
- Logo featured on website through December 31, 2021 and in event materials
- VIP reserved seating (Seating options may change due to pandemic)
- Right of first refusal for next year if committed by March 1, 2022

Diamond Sponsors (\$2,500, four per year)

- Full page, color advertisement on the inside front or inside back cover, or optimal placement within the program book (7.50” W x 9.375” H)
- Featured in advertising for the event
- Logo featured on website through December 31, 2021 and in event materials
- VIP reserved seating (Seating options may change due to pandemic)
- Right of first refusal for next year if committed by March 1, 2022

Gold Sponsor (\$1,000, unlimited):

- Full page, color advertisement within the program book (7.50” W x 9.375” H)
- Logo featured on website through December 31, 2021 and in event materials
- VIP reserved seating (Seating options may change due to pandemic)

Silver Sponsor (\$500, unlimited)

- Half page, color advertisement within the program book (7.50” W x 4.375” H)
- Logo featured on website through December 31, 2021 and in event materials
- VIP reserved seating (Seating options may change due to pandemic)

Bronze Sponsor (\$250, unlimited)

- Quarter page, color advertisement within the program book (~ 3.50” W x 4.375” H)
- Logo featured on website through December 31, 2021 and in event materials

Copper Sponsor (\$150, unlimited)

- Business card sized, color advertisement within the program book (3.50” W x 2.00” H)
- Logo featured on website through December 31, 2021.

General Sponsor (\$100, unlimited)

- Sponsor name mentioned within the program book

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- Sponsor name featured on website through December 31, 2021

All Sponsors

- Announcement of business name during the Festival
- Logo of sponsor will be on the sponsorship banners at the Festival
- On stage recognition and certificate will be presented to company's rep at the Festival

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