



**43<sup>RD</sup> HMONG  
NEW YEAR**  
*EMBRACE THE FUTURE*

**SPONSORSHIP PACKAGE**

## **ABOUT US**

We are the United Hmong Family, Inc., a non-profit organization (501(C)(3)) created to promote equality and equity in our Hmong community.

## **OUR MISSION**

The United Hmong Family, Inc. exists to preserve cultural identity through intergenerational collaboration, involvement in the Hmong clan structure and youth leadership.

## **THE TEAM**

Our committee is made up of diverse individuals from all walks of life. As a new committee entrusted by the board and community, we are committed to providing our participants and attendees the best experience when they attend our two cultural events which are the Minnesota Hmong New Year and Hmong International Freedom Festival.





The following benefits is our way of thanking you for your sponsorship. Once we receive your contribution, all the benefits based on the level of your sponsorship will be provided for you. In order for us to legally promote your business, we would need a signed permission form on file along with your business information. The following are details of the promotional benefits for sponsorhsips.

# SPONSORSHIP TIERS

BENEFITS	COMMUNITY	SILVER	BRONZE	GOLD	PLATINUM	DIAMOND/IMPACT
PRICE	\$100	\$1,000	\$3,000	\$5,000	\$10,000	\$20,000
Social media promotion of company (Facebook, Twitter, Instagram), UHF website listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company name in press releases and other media outlets (radio and streaming)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to provide company's own log items/business cards to attendees at the main gate entrance			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on the upper and lower stage during the event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Admission tickets	2 TICKETS	5 TICKETS	12 TICKETS	20 TICKETS	25 TICKETS	45 TICKETS
Company logo on event webpage leading to day of event		<input checked="" type="checkbox"/>	THRU OCT. 31-NOV. 24	THRU OCT. 31-MAY 30	1-YEAR POSTING	1-YEAR POSTING
Company logo display on LED screen during event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to post company banners inside approved areas			1 OPPORTUNITY	3 OPPORTUNITIES	5 OPPORTUNITIES	10 OPPORTUNITIES
Complimentary display booth			1 BOOTH	1 BOOTH	1 BOOTH	2 BOOTHS
Speaking opportunity on upper stage						<input checked="" type="checkbox"/>
Special opportunity to take pictures with winning competition teams						<input checked="" type="checkbox"/>
Special opportunity to present pageant awards/flowers					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsorship recognition to be included on Economic Impact Report						<input checked="" type="checkbox"/>
Opportunity to speak at the HMNY						<input checked="" type="checkbox"/>

## **THANK YOU...**

for supporting the Hmong community and considering sponsoring the 43rd Minnesota Hmong New Year in St. Paul, MN. We are excited to have you as part of this amazing event!

## **CONTACT**

**Chair:** Dr. Kalc Vang, 952-200-3574

**Co-Chair:** Khou Yang, 651-442-8621

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**Email:** [programs@theunitedhmongfamily.org](mailto:programs@theunitedhmongfamily.org)



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