



UNITED HMONG FAMILY, INC

SPONSORSHIP PACKAGE

ABOUT US

We are a non-profit 501(C)(3) organization created in 2017 to promote cultural awareness and self identity through our cultural events, the Hmong International Freedom Festival and the Minnesota Hmong New Year.

OUR MISSION

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

OUR TEAM

Our team is made up of women and men, both young and old, who are dedicated to preserving the Hmong culture. Each person holds an important position on the committee to ensure that the events and program run efficiently. Entrusted by the Board, our committee members are committed to providing our attendees with the best experience.

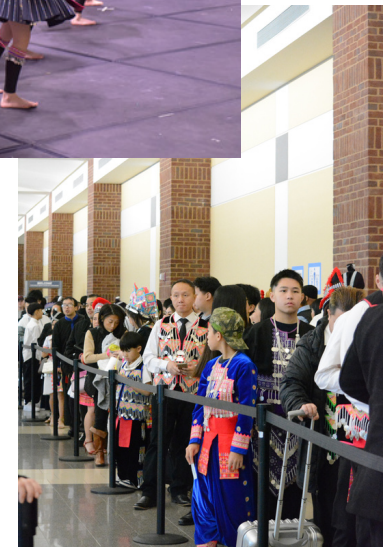


OUR EVENT: MINNESOTA HMONG NEW YEAR

The Hmong New Year is the only Hmong holiday celebrated worldwide. The Minnesota Hmong New Year (MHNY) is an annual celebration that started at the St. Paul Civic Center and continues to be celebrated each year at what is now known as the St. Paul Rivercentre.

The Hmong New Year is an essential part of the Hmong identity. The event in Minnesota dates back forty plus years, back to the early Hmong Minnesota settlers. It continues to support the vibrancy of maintaining the Hmong culture through sharing our Hmong attire, music, and arts through the dance, singing, and pageant competition. It preserves cultural heritage, and serves as a reminder that the Hmong identity is still vivid and flourishing.

Every year over 30,000 people attend this two day celebration and more than 100 small businesses utilize this event to spread awareness about their business or increase their profits. The event builds lasting partnerships with small-business owners, local and international talents, heroes, and pioneers from the community to improve the quality of life and living for all Hmong Minnesotans while showcasing the Hmong culture.

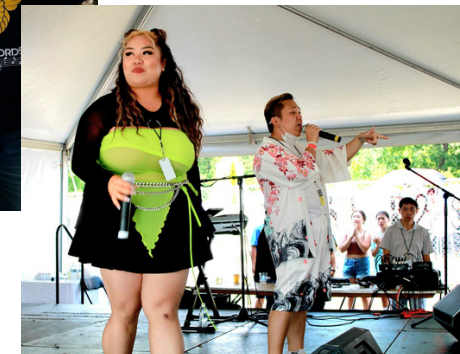


OUR EVENT: HMONG INTERNATIONAL FREEDOM FESTIVAL

The Hmong International Freedom Festival (HIFF), also known as the Hmong J4, started in 1981 to bring communities together. This event has since grown into a two-day festival centered around Hmong music, arts, and sports. HIFF is internationally recognized as the Hmong sports tournament. In 2023, HIFF garnered more than 35,000 people in attendance, generating more than \$4.6 million in economic activity for the city of St. Paul.

Sports in the Hmong community has long been undermined as a leisure activity and unnecessary for youths. There are limited opportunities available for Hmong athletes to compete competitively. HIFF focuses on creating a space for Hmong and Asian athletes to compete competitively and equally on a field where they can flourish. HIFF incorporates Hmong frequently played sports such as kato, soccer, and top spin with American sports like cornhole, flag football, and volleyball.

HIFF also provides opportunities for local music artists to showcase their talents through performances and promotion. We have a “Music Avenue” designated to local artists who wish to promote their music and connect with fans.



OUR PROGRAM: HMONG MINNESOTA PAGEANT

Every year, UHF hosts the Miss Hmong Minnesota Pageant Competition during the Minnesota Hmong New Year. The pageant was originally created to showcase Hmong beauty. Since its inception, HMP has developed to provide Hmong women between the ages 18 and 28, a platform to express their individuality and intelligence.

The mission of HMP is to create a positive change for the Hmong Community leading into the 21st century, and to strengthen opportunities to support Hmong women in leadership roles. HMP focuses on creating a sisterhood of Hmong women leaders to support each other professionally and personally.

HMP titleholders are provided leadership opportunities, career development, mentorship, community service, and financial support to further the participant's goals and initiatives.

HMP participants have gone on to become educators, social justice advocates, legal professionals, medical professionals, entrepreneurs, scholars, and many more.



YOUR CONTRIBUTION

Your sponsorship will help us continue to fulfill our mission in preserving the culture awareness and self identity in the Hmong youths. With your support, we can continue to host the Hmong International Freedom Festival and the Minnesota Hmong New Year for the community and continue to empower young Hmong women as they develop into young professionals. Thank you for being a sponsor. 100% of your sponsorship will go towards the event/program you choose to sponsor.

Your sponsorship is tax-deductible to the fullest extent allowed by law.



HIFF SPONSORSHIP TIERS

BENEFITS	BRONZE \$1,000	SILVER \$3,000	GOLD \$5,000	PLATINUM \$10,000	DIAMOND \$20,000+
Social media promotion (FB, Twitter, Instagram, UHF Website)	✘	✘	✘	✘	✘
Company/Name recognition on all press releases, radio advertisements, live streaming, flyers, and other media outlets (radio, live streaming)	✘	✘	✘	✘	✘
Recognitions on all stages and LED screens	✘	✘	✘	✘	✘
Banner display		3 Banner	6 Banner	10 Banner	20 Banners
Complimentary display booth		1 Booth	1 Booth	1 Booth	2 Booths
Free admission into Beer Garden			4 Free Admissions	6 Free Admissions	10 Free Admission
Opportunity to present award to winners				✘	✘
Opportunity to speak at grand opening				✘	✘
Sponsorships for HIFF free event parking					4 Parking Passes (2 cars per day)
Event Ribbon Cutter					✘
Interview/advertisement with live media coverage during the event					✘

MHNY AND HMP SPONSORSHIP TIERS

BENEFITS	BRONZE \$1,000	SILVER \$3,000	GOLD \$5,000	PLATINUM \$10,000	DIAMOND \$20,000+
Social media promotion (FB, Twitter, Instagram, UHF Website)	✗	✗	✗	✗	✗
Company/Name recognition on all press releases, radio advertisements, live streaming, flyers, and other media outlets (radio, live streaming)	✗	✗	✗	✗	✗
Recognitions on all stages and LED screens	✗	✗	✗	✗	✗
Banner display		1 Banner	3 Banners	5 Banners	10 Banners
Complimentary display booth		1 Booth	1 Booth	1 Booth	2 Booths
Free admission to MHNY			15 Tickets	25 Tickets	40 Tickets
VIP Seating on Upper Stage				1 Table (seats 4)	2 Tables (seats 8)
Opportunity to present award to winners				✗	✗
Opportunity to speak at grand opening				✗	✗
Event Ribbon Cutter					✗
Interview/advertisement with live media coverage during the event					✗



THE UNITED HMONG FAMILY

40 Arlington Ave E. # 17278, St. Paul, MN 55117

Phone: 651-348-8273 | info@theunitedhmongfamily.org

Sponsorship Form

Organization/Business Name: _____

Full Legal Name: _____

Address: _____

Phone Number: _____ Email: _____

How did you hear about us? _____

Please Select One	Tier	Amount
<input type="checkbox"/>	Diamond/Impact	\$20,000
<input type="checkbox"/>	Platinum	\$10,000
<input type="checkbox"/>	Gold	\$5,000
<input type="checkbox"/>	Silver	\$3,000
<input type="checkbox"/>	Bronze	\$1,000

Which event/program are you sponsoring?

Hmong International Freedom Festival (J4) Minnesota Hmong New Year Hmong Minnesota Pageant

If you selected multiple events/programs, please indicate how much you want to allocate for each category. 100% of what is indicated will go towards the event/program.

\$ _____ \$ _____ \$ _____
Hmong International Freedom Festival (J4) Minnesota Hmong New Year Hmong Minnesota Pageant

All contributions are tax-deductible. We accept business checks, money orders, and credit cards (an additional 3.5% will be applied to charges). Please refer to the sponsorship packet for sponsorship levels and benefits.

All sponsorship donations and the company logo must be received two weeks before the event to be included on the event banners. Please make checks payable to The United Hmong Family, Inc. **SPONSORSHIP FORM AND PAYMENT CAN BE SENT TO:**

The United Hmong Family, Inc.
Attn: Sponsorships
40 ARLINGTON AVE E #17278, ST. PAUL, MN 55117