

41st Annual

MINNESOTA HMONG NEW YEAR

2020

EMBRACING *the present,* **INSPIRING** *future generations*



HMONG *Minnesota* PAGEANT

2019-2020 SPONSORSHIP OPPORTUNITIES
INDIVIDUAL CONTESTANT SPONSORSHIP



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MAPLEWOOD, MN 55109

INTRODUCTION

WHO WE ARE

On behalf of United Hmong Family, Inc. (UHF), the Minnesota Hmong New Year (MHNY) committee and the Hmong Minnesota Pageant (HMP), we thank you for your interest in the Miss Hmong Minnesota 2020 pageant. To better understand the process of the Miss Hmong MN Pageant here is a breakdown of the organization.

United Hmong Family, Inc. is a non-profit 501(c)(3) corporation organized under the laws of the State of Minnesota. UHF is the governing body that oversees two major events: the J4 Hmong International Freedom Festival and the Minnesota Hmong New Year. The Hmong MN Pageant is a program, and competition, under the guidance of the UHF.

To create a positive change for the Hmong Community leading into the 21st century, it is our interest to strengthen opportunities to support Hmong women in leadership roles. In doing so, it is our mission to build advocates for the Hmong Community through strengthening interpersonal skills, offering leadership opportunities, establish community services, while supporting programs for sustaining self-identity, building cultural value and cultural preservation.

This year, Miss Hmong Minnesota 2020 Pageant will be hosted on Saturday, November 30 to Sunday, December 1. The competition is extremely important and is one of the most visible and widely recognized pageant competitions within the Hmong Community throughout the United States. The competition is designed to honor and respect the traditional and cultural aspects of the Hmong Community while incorporating modern tastes and values of the Hmong lifestyle.

WHAT CAN WE OFFER?

This event would not be possible without the help from sponsors and their generous donations. In this Sponsorship Packet, you will see the many opportunities we are offering for the 41st MN Hmong New Year. Your support is integral in sustaining this event for many more years to come.

Your return as a sponsor is two-fold. Not only are you giving back to the community by supporting this grand event monetarily, you are also effectively investing your money into marketing tools for you and your business. As one of the largest indoor Hmong events in the nation, this event allows for you to make an impression on a wide range of audiences that are critical decision makers in today's economy. A few benefits include access to potential new customers, stronger relationships with the community, additional sales, and brand recognition.

You have made a right choice in considering sponsoring this event as your donation impacts the livelihood of all individuals both young and old in maintaining a strong Hmong lineage with its culture, language, and arts.

ABOUT THE HMONG MN PAGEANT



MISSION

Our mission to build advocates for the Hmong Community through strengthening interpersonal skills, offering leadership opportunities, establish community services, while supporting programs for sustaining self-identity, building cultural value and cultural preservation.

VISION

The vision of Hmong MN Pageant is to create a positive change for the Hmong community leading into the 21st century.

OUR TEAM

Our committee is a team made up of 3 young Hmong women leaders with a range in backgrounds, talents, and passions. We all strive to create more transparency and trust between the program and the public through social interaction promoting cultural diversity, build sisterhood and leadership.

SPONSORSHIP TIERS & BENEFITS

In order for your sponsorship to be featured according to the tiers below, the monetary donation must be received by November 3rd, 2019.

GOLD SPONSOR

\$1,000

- Social media promotion of company (Facebook)
- 3 allocated Sponsorship Badge (each badge admits 2), and entrance into special seating area (near the front of upper stage)
- Company logo on UHF's website from October 2019 - January 2020 (tiered according to sponsorship level)
- Company logo on UHF, Inc. sponsor banners at main entrances and upper level stage area (tiered according to sponsorship level)
- Company logo featured and looped continuously on LED screen (Upper Stage)
- Featured in the program: (1/2) half a page spread as part of our Sponsor Highlight and business promotion



SILVER SPONSOR

\$500

- Social media promotion of company (Facebook and Instagram)
- Recognition on both upper and lower entertainment stage during all two event days
- 2 allocated Sponsorship Badge (each badge admits 2), and entrance into special seating area (near the front of upper stage)
- Company logo on UHF's website from October 2019 - January 2020 (tiered according to sponsorship level)
- Company logo on UHF, Inc. sponsor banners at main entrances and upper level stage area (tiered according to sponsorship level)
- Company logo featured and looped continuously on LED screen (upper stage)
- Business card featured in Program



BRONZE SPONSOR

\$200

- Social media promotion of company (Facebook and Instagram)
- 1 allocated Sponsorship Badge (each admit 2)
- Company logo on UHF, Inc. sponsor banners at main entrances and upper level stage area (tiered according to sponsorship level) LED Screen



PAGEANT SPONSORSHIP FORM

Thank you so much for your time and support. It is deeply appreciated! In order to tangibly offer your support, please fill out this form.

Date: _____

Organization/Business: _____

Contact Person Name: _____ Title: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Email: _____

Please indicate which tier you wish to sponsor for the 41st Annual Minnesota Hmong New Year

Gold Sponsor (\$1,000)

Silver Sponsor (\$500)

Bronze Sponsor (\$200)

*Amounts under \$200 are considered donations to the event, and is not considered a tiered sponsor.

Signature: _____

All contributions are tax-deductible. We accept business checks, money order, and credit card (an additional 3.4% will be applied to charges). Please make checks payable to The United Hmong Family, Inc.

Please mail this Sponsorship Form along with your check to:

The United Hmong Family, Inc.

Attn: Sponsorships

2385 Ariel Street N

Maplewood, MN 55109

Questions? Contact us at hmongmnpageant@gmail.com

SPONSORSHIP RECEIPT (for UHF Office-use only)

Organization/Business: _____

Sponsorship Level: _____ Dollar Amount Received: \$ _____

Date Received: _____ Date Deposited: _____

Controller (PRINT): _____ SIGNATURE: _____

UHF Treasurer Verified (PRINT): _____ SIGNATURE: _____