



**2nd Annual
Cleveland Asian
Festival**

May 21 & 22

2011

- Strengthening the identity of AsiaTown
- Educating and promoting Asian culture and traditions
- Celebrating Asian Heritage Month

This festival features authentic food and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health pavilion that focuses on free screenings and education.

AsiaTown
**Payne Avenue &
E. 30th Street**
11am – 7pm

info@clevelandasianfestival.org

216.539.4634

Voted as 2010 Best New Ethnic Festival by Cleveland Scene Magazine
www.ClevelandAsianFestival.org



Cleveland Asian Festival

www.clevelandasianfestival.org

The second annual Cleveland Asian Festival will be held on Saturday and Sunday (May 21 & 22, 2011) in Cleveland's AsiaTown neighborhood at the Asia Plaza shopping center and surrounding streets (Payne Avenue and East 30th Street). The **Cleveland Asian Festival** is a collaborative effort by many organizations and communities in Greater Cleveland. It is coordinated by volunteer leaders within the Asian Pacific communities to foster, educate, and promote Asian culture and traditions, while celebrating Asian Heritage Month.

Cleveland Asian Festival is a landmark undertaking to unite the community through recognition of its culture, diversity, and people. The event is made possible by the volunteerism and participation of many diverse and ethnic groups including: Chinese, Korean, Japanese, Filipino, Indian, Vietnamese, Laotian, Indonesian, Malaysian, Thai, and others. In addition, committed organizations such as the Organization of Chinese Americans of Greater Cleveland, International Community Council, International Service Center, Friendship



Foundation of America, Federation of Indian Community Associations, Vietnamese Community of Greater Cleveland, MotivAsians for Cleveland, Asian Services in Action, Cleveland Contemporary Chinese Culture Association, Cleveland Chinese Women Association, Korean American Association, Japanese Americans Citizens League, Cleveland Chinese Benevolent Association, Filipino Associations, St. Clair Superior Development Corp., Asia Plaza Inc., Chinese Professionals and Entrepreneurs Association and AsiaTown Neighborhood Merchant organizations have enthusiastically committed to this festival.



The first ever CAF held on May 21, 2010 had over 10,000 attendees, and it was an overwhelming success, which formed a solid foundation for this upcoming year. The 2011 Festival will feature authentic Asian Cuisine and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health fair that focuses on diseases and medical conditions that affect Asians Americans. It will also bring economic growth to the AsiaTown neighborhood by introducing this ethnic neighborhood to thousands Clevelanders.

The event is free to the public and will run from 11am till 7pm on both days with ethnic performances on two stages throughout the day. This unique event provides an opportunity to learn and experience diverse Asian cultures, heritage and traditions through visual performance arts, cultural displays and demonstrations, educational materials, and interactive workshops. A special highlight of Cleveland Asian Festival is the numerous competitions where children and adults can compete in fun activities.



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Highlights include:



Children Fun and Games, an area of the festival will feature several children's games that will provide activities for children to participate and learn while having fun.



Competition Arena will include an Egg Roll Eating Contest, Sumo Wrestling, Dance Dance Revolution and other activities. Sumo Wrestling is one of the most popular interactive games in the world. Participants are whisked into the world of Sumo Wrestling as soon as they step into the huge foam filled suits. This is a fun event for participants and spectators alike.

Authentic Asian Food: visitors attending this festival will be able to taste and enjoy diverse ethnic cuisines. There will be an opportunity to sample delicious authentic delicacies, rich with savory flavors from various Asian origins.



On stage, and in designated areas, **Visual and Performing Acts** throughout the festival will engage audiences with arts, crafts, demonstrations, workshops, music, and dance. Classical, folk, and contemporary Asian art forms and acrobatic acts featuring local, regional, national, and international artists from participating countries boast superb performances at the festival. *Including performance of Columbus' Wah Lum Kung Fu's 7-Man Dragon Dance Troupe along with Cleveland's Kwan Family's Lion Dance Team!*



Martial Arts, Tai-Chi/Qigong and Yoga presentations and hands-on practice opportunities will be available on 2nd stage, providing an inside look at the different Asian styled internal and external martial arts. Demonstrations will include Kung Fu, Aikido, Karate, Kendo, Jujitsu, Tae Kwon Do, Kali, Wushu, and other forms.



Health Information and Screenings are invaluable community benefits. Key health organizations including Cleveland Clinic, Cuyahoga County Board of Health, Cleveland Board of Health, Kaiser Permanente, MetroHealth, and University Hospitals will be invited to offer glucose, mammograms, BMI, hepatitis B, and other screenings to attendees. In addition, community-based health and human service organization will offer educational demonstration and materials. Services will be free.

Educational Materials and Displays

of books, brochures, and other items help explain the cultural art forms presented during this event. These items are available at the cultural booths or exhibit areas.





Cleveland Asian Festival

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Cleveland Asian Festival Committee:

The Cleveland Asian Festival organizing committees is comprised of numerous volunteers representing community leaders and Asian organizations from the Greater Cleveland area. All committee members are non-compensated volunteers whose efforts assist in keeping production cost low.

Executive Committee

Michael Byun
Vi Huynh
Yin Tang
Lisa Wong
Johnny Wu
Hao Zhou

Minh Dang
Oanh Loi-Powell
Sokhamala Yin Augoustidis
Xiao-Yang Huang

World Market/Non-Food Sub-Committee

Ed Monroe
Robert Lee
Parul Jain

Advisory Board

Sam Kim
Judy M. Wong
Brooke Willis
Councilman Jeffrey Johnson (Ward 8)
William Young
Margaret Wong
Wally Lanci
Sanjiv K. Kapur

Finance & Compliance Committee

Ken Kovach
Debbie Yue
Vi Huynh
Cory Riordan
Cynthia Brookins
Jennifer Chin
Barbara Lum



Children's Area Committee

Steve Hom
Sapna Reddy
Michael Byun
William Young
Lyvian Loh

Marketing / Media Committee

Johnny Wu
Aryavarta Kumar (Web)
Prakash Sinha (Media)
Joe Thomas (Outreach)
Kyle Znamenak (Social Media)
Katherine Nacion
Aaron Schweizer (Web)
Ryan GiaHoa (Outreach)
Joseph Meissner (Outreach)

Logistics Committee

Ed Hom
Asim Datta
James Neligan
Rebecca Britton
Eduardo Romero

Health Pavilion Committee

Michael Mendoza
Sujata Burgess
Michael Byun
Vi Huynh
Hermione Malone (UH)

Safety/Security Committee

George Kwan
Doug Denver

Competition Committee

Hao Zhou
Chan Wang
Tim Nevits (DDR)

Stages Setup/Camera Committee

Peter Sampson
Mark Stavnicky
Andrew Forthofer
Jim Hleba

Performers Committee

Yin Tang
Mona Alag
Luca Zullo (Stage 2)
Michael Sreshia
T'shaka Brown
Gary Yano
Maria Sucion
Achala Wali

Volunteer Committee

Kyle Znamenak (Volunteer Coordinator)
Kelly Beaudry
Ray Elkin
Becky Alexander

Signage, Parking & Transportation Committee

Wayne Wong
Alex Duong

Food & Vendor Committee (Main)

Lisa Wong
Mona Alag
Judy Chu

Cuyahoga County Asian Demographics

- Total Population: 1,295,683
- Cuyahoga County Asians: 30,297 (2.3%)
 - Asian Indian: 10,011 (0.8%)
 - Chinese: 8,441 (0.7%)
 - Filipino: 3,841 (0.3%)
 - Japanese: 1,255 (0.1%)
 - Korean: 1,848 (0.1%)
 - Vietnamese: 1,674 (0.1%)
 - Other Asian: 3,227 (0.2%)



Source: U.S. Census Bureau, 2006-2008 American Community Survey

- Two-thirds of Asians in the County resided in eight municipalities: Cleveland, Lakewood, Parma, Cleveland Heights, Westlake, Strongsville, Mayfield Heights, and North Olmsted
- Of these municipalities, 24% of Asians resided in the City of Cleveland (6,213)
Source: ASIA, Inc. Needs Assessment Report 2005

Sponsorship Information:

Support Cleveland Asian Festival

We invite you to show your support of the burgeoning Asian American community by sponsoring the Cleveland Asian Festival. Backed by all the major Asian ethnic organizations and associations in addition with the City of Cleveland, this event will celebrate the Asian people, its culture, traditions, and food, while raising awareness and support to benefit the local economy and Asian American programs and services in Cuyahoga County.

The first ever Cleveland Asian Festival, held on May 21, 2010 attracted over 10,000 attendees for a 1 day-long celebration that includes cultural performances, activities for children, health fair, ethnic foods and merchandise. In 2011, the Festival will expand to 2 days! Leading up to the event, we will be promoting widely in both major and ethnic-based media. These include the Plain Dealer, Cleveland Scene Magazine, Cool Cleveland, Mach Song, Erie Chinese Journal, Asian American Newspaper, World Journal Newspaper, Lotus, Indian International and more. We also anticipate live news coverage for this event as well.

Your company's investment will help us leverage more support from other corporations, foundations and individual donors. In recognition of your leadership and support your logo/company name will be in the marketing materials related to the event, such as a planned article or ads in major publications.

Below is information outlining the benefits associated with sponsoring the event, **please confirm your sponsorship by March 31, 2011** to take advantage of the marketing opportunities this event provides. Please contact us at 216.539.4634, if you have any questions. We look forward to working with you.

Web visit statistic and 2010 Cleveland Asian Festival Survey Results are available at <http://www.ClevelandAsianFestival.org>



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Sponsorship Benefits

Special Benefits	Distinguished \$10,000	Presenting \$5,000	Partner \$2,500	Associate \$1,000	Individual ≥ \$100
Event Naming Opportunity	Underwrites entire event, e.g. “CAF is brought to you by [Company name]” on <u>all publicity</u>	Underwrites event segments, e.g. “CAF Children’s Pavilion presented by {Company name}” on <u>all publicity</u>			
Corp. Rep. to speak on main stage	X				
Highest logo prominence	X				
Exposure via paid advertising in print media	Logo	Logo			
Printed materials (Poster etc)	Logos also on printed signage and banners	Logo on posters	Logo on posters (smaller sized)	Name Listed	
CAF Website or mobile browser	Logo & link to your website on Front Page	Logo & link to your website on Front Page	Logo & link to your website	Name listed	Name listed
Program Book	2 pages ad	1 page ad	1/2 page ad	Name listed	Name listed
Press Release and email marketing	Company Name	Company Name	Company Name		
Booth at event	Featured Location (Tent, Table, Electric, 4 Chairs)	Featured Location (Tent, Table, Electric, 2 Chairs)	Featured Location (Table, Electric, 2 Chairs)		
CAF Background Banner	Featured larger logo display and placement	Featured large logo display and placement	Medium sized logo display and placement	Company Text placement (space permitting)	

Special Sponsorship: We also are looking for sponsorship for Rickshaw AsianTown Tour Rides (visitors can tour or take rickshaw rides from East 27th to East 40th streets), your sponsorship of 7 Rickshaw rides will include corporate’s signage on back of each rickshaw, brochure/flyer placed within each rickshaw and mentioning by rickshaw drivers of sponsorship. Sponsorship is for \$5000.



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*** Sponsors will be featured immediately upon receipt of sponsor documentation on website. For inclusion of logos for ads in printed materials, sponsorship response form and logos must be submitted by **March 31, 2011**.

For Vendor Booths information, please contact info@ClevelandAsianFestival.org or call 216.539.4634

Sponsorship Response Form

Yes, _____ (company name) is proud to support the 2011 Cleveland Asian Festival at:

_____ \$10,000 Level

_____ \$5,000 Level

_____ \$2,500 Level

_____ \$1,000 Level

_____ Individual

_____ \$5000 Rickshaw

Sponsorship

Please **email your company logo and/or your camera ready ad by March 31, 2011** to ensure inclusion in event marketing materials. (info@ClevelandAsianFestival.org)

Company Contact: _____

Title: _____

Phone _____ E-mail _____

Street Address: _____

City/State/Zip: _____

PAYMENT METHOD

Please include a check made payable to the St. Clair Superior Development Corporation

All contributions are tax deductible to the extent allowed by law.

Please return this form with full payment by March 31, 2011 to info@ClevelandAsianFestival.org or mail to

St. Clair Superior Development Corporation
Attn: Cleveland Asian Festival
4205 Saint Clair Avenue
Cleveland, OH 44103-112
For questions: 216.539.4634

Thank you for your support!

* Please send the logo as grayscale, in eps or jpg format, at least 300 dpi. If you also have a color logo, please send that in addition to the grayscale version. Ads sizes: full page at 5.25"x8.25" and half page at 5.25x4.25.



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2010 Sponsors included:

- Asia Plaza, Inc.
- Asian Services In Action, Inc.
- City of Cleveland
- City of Cleveland Ward 8 (Councilman Jeffrey Johnson)
- Cleveland Foundation
- ClevelandPeople.com
- Consolidated Graphics Group
- Creative House Studios
- COSE
- Cuyahoga County Public Library
- Erie Chinese Journal
- Federation of Indian Community Associations
- Fifth Third Bank
- India International
- Kaiser Permanente
- Key Bank
- Koko Bakery
- Margaret W. Wong and Associates
- Metromix.com
- MotivAsians for Cleveland
- Neighborhood Connections
- Presto! Protech Inc.
- Presque Isle Downs
- St. Clair Superior Development Corp.
- OCA Cleveland Chapter
- Ohio Arts Council
- Ohio Chinese American News
- Chevy Rider Team
- Church in Cleveland
- Citizens for Ken Lanci
- Cleveland Chinese Christian Church
- Cleveland Chinese Christian Church Youth Program
- Cleveland Dragonboat Association
- Cleveland Rape Crisis Center
- Council for Economic Opportunities
- Cuy Cty Recorders Office/Lillian Greene
- Cuyahoga Cty Board of Elections
- Eastlake Captains
- East-West Intl Group
- EEOC
- FBI
- Friendship Foundation
- Gourmet Coffee Stations
- Health Den
- Infinity Studio Inc.
- Inspired by Evelyn
- Japanese American Citizens league
- KAAGC (Korean Assoc)
- Laxmi Mallik
- Little Shoppe, Creative Framing, Sandscript Book Store
- Lubrizol
- Mekong River
- N. Olmsted Cultural Activities Commission
- Ohio Oriental Culture
- Ono Turo-Turo
- Oriental Arts and Craft
- Otani Japanese Restaurant
- Pearl of the Orient
- Phillipine Chamber of Commerce
- Presque Isle Downs Casino
- Resinnation
- Richard Herman
- Rising Sun productions/Westlake Martial Arts
- Saffron Patch
- Sentry Insurance
- Siam Café
- Simply Smiss/The Munny Workshop
- St Clair Superior Development Corp.
- Thai Massage Cleveland & Studio 11
- Third Federal
- Tranquil Touch Massage
- Tri-C
- Tzu Chi Foundation
- Westlake Chinese School
- World Thread

2010 Vendors included:

- Anna Beauty Center/Shishedo
- Asia Foods
- Asian Pacific American Federation
- Authentic Laotian Cuisine
- Avon