



2025 Áo Dài Festival Sponsor Opportunities

The Vietnamese Áo Dài Festival VII will return to San Jose in May 2025 with an exciting new format and theme, celebrating Áo Dài Week and AAPI Heritage Month. As part of the festivities, we will also honor Mother's Day, further enriching our celebration of Vietnamese culture and the timeless beauty of the traditional áo dài.

The festival will feature the talents of renowned designers, artists, musicians, and dancers, highlighting the richness of Vietnamese heritage. Aligned with our mission to give back, a portion of the net proceeds will be donated to three carefully selected charities.

We are excited to partner with communities to make this event a success, with the goal of welcoming over 1,000 attendees. We warmly invite everyone to join us, proudly wearing their áo dài, and celebrate this meaningful occasion together. To make this vision a reality, we need your support. As a non-profit, we rely on the generosity of sponsors and donors, and your contribution will be vital to ensuring the success of the festival.



Monetary Sponsor Benefits:

Maximize Brand Exposure

- Gain visibility across our digital platforms and event materials, including social media (Facebook, Instagram, and LinkedIn), website, signage, and printed programs.
- Connect with over 1,000 influential attendees, including community leaders and key decision-makers. Past sponsors have successfully expanded their customer base and enhanced their business presence by being involved in the festival.

Engage with a Targeted Audience & Support a Cultural Celebration

- Connect directly with over 1,000 attendees through branded booths or displays, allowing you to engage a highly targeted audience.
- Associate your brand with a renowned cultural event celebrating Vietnamese heritage through fashion, arts, music, and the preservation of cultural traditions.
- Your sponsorship helps sustain the festival and supports future generations of cultural expression.

Receive VIP Treatment & Customized Sponsorship Options

- Enjoy exclusive VIP access with opportunities to meet performers, artists, and prominent figures, ensuring your brand's visibility at key moments.
- Special on-stage recognition, ensuring your brand stands out.
- Tailored sponsorship packages designed to meet your business goals and desired community impact.

Sponsorship Levels:

Diamond Sponsor - \$20,000

- 25 VIP tickets + 15 general tickets
- Recognition across digital platforms, event materials, and on-stage, sponsor video
- Full-page ad, event backdrop logo, and branded booth space
- Featured presence in program booklet and on-stage speaking opportunity
- Sponsorship plaque

Platinum Sponsor - \$10,000

- 10 VIP tickets + 10 general tickets
- Full-page ad, social media mentions, and on-stage recognition, sponsor video
- Logo on backdrop and branded booth space
- Sponsorship plaque

Gold Sponsor - \$5,000

- 5 VIP tickets + 5 general tickets
- Half-page ad, program acknowledgment, and booth space
- and on-stage recognition

Silver Sponsor - \$3,000

- 3 VIP tickets + 3 general tickets

- Recognition in program booklet and social media

Additional Ad Opportunities (Outside of Sponsorship Levels):

- Business Card Ad (3.5"x2") – \$250
- Half-Page Ad – \$500
- Full-Page Ad – \$1,000

In-Kind Sponsor Opportunities

Support the Vietnamese Áo Dài Festival by contributing products or services that enhance the event experience. In-kind sponsorships are a great way to showcase your brand to festival attendees through direct engagement and product placement.

Suggested In-Kind Contributions: (based on value of In-Kind sponsorship)

- **VIP Bags:** Include your branded items or promotional products in our exclusive VIP gift bags for key guests and performers.
- **Silent Auction Items:** Donate high-value products or experiences, such as timeshares, wine, airline tickets, luxury items, or unique experiences, to drive excitement and fundraising.
- **Fashion & Accessories:** Contribute clothing, jewelry, or makeup to align your brand with the festival's fashion-forward theme.
- **Specialty Goods:** Provide gourmet foods, chocolates, gift certificates, or other specialty products for event guests to enjoy.

In-Kind Sponsor Benefits :

- **Recognition:** Your company's logo will be featured on the festival's website and social media platforms, acknowledging your generous donation.
- **Product Placement:** Showcase your brand by having your products directly in the hands of festival attendees, including community leaders, influencers, and key decision-makers.
- **Event Signage:** Your brand will be acknowledged at the event through signage and during silent auction displays.
- **Program Acknowledgment:** In-kind sponsors will be recognized in the event program, ensuring visibility to all attendees.
- **VIP Access:** Sponsors of high-value in-kind donations will receive VIP tickets and access to special event areas and experiences.

By becoming an in-kind sponsor, you'll support our mission while gaining valuable exposure to a highly engaged audience. We appreciate your generosity and look forward to showcasing your brand at the festival.

Make Check Payment to Ao Dai Festival, 2069 Brown Ave, Santa Clara, CA 95051

Venmo @aodaifestival

Contact Ao Dai Festival Organizer Anna Nguyen: 408-823-1538

Email info@aodaifestival.net

Non-Profit Tax ID: 88-4376402

About the Ao Dai Festival

In 2011, local activist Jenny Do founded the Áo Dài Festival as a platform to bring together artists and social activists, using art to drive positive social change. The festival aims to preserve and promote Vietnamese culture and arts for generations to come.

In 2016, the California Senate officially recognized May 15 as Áo Dài Day, honoring Vietnam's traditional dress. In 2024, with recognition from the California State Assembly, the celebration was expanded to **Áo Dài Week**, a full week dedicated to honoring the cultural significance of the áo dài.

The Áo Dài Festival VII will take place in May 2025 at the Mexican Heritage Plaza in San Jose, with over 100 volunteers and 1,000 attendees expected. Our mission is to continue showcasing the richness of Vietnamese heritage while fostering cultural pride, community engagement, and supporting charitable causes through the celebration of the áo dài.

All donations, ticket sales and sponsorships should be made to Áo Dài Festival.
The non-profit tax ID for Áo Dài Festival is 88-4376402.

Contact: 408-921-9726
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www.aodaifestival.net
<https://www.facebook.com/AoDaiFestival>
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