

# PARKS & RECREATION

## ASIAN AMERICAN PACIFIC ISLANDER CELEBRATION SPONSORSHIP OPPORTUNITIES



Sunday, May 19, 2024

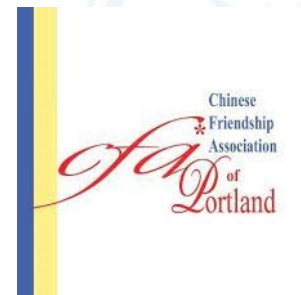
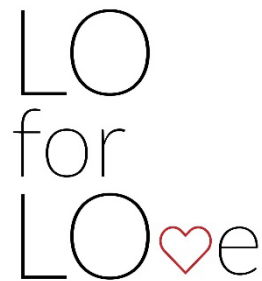
12 p.m. to 3 p.m.

Millennium Plaza Park

200 1<sup>st</sup> Street, Lake Oswego

# ASIAN AMERICAN PACIFIC ISLANDER CELEBRATION SPONSORSHIP OPPORTUNITIES

Celebrate Asian American Pacific Islander heritage month in partnership with Chinese Friendship Association of Portland, LO Chinese Council, LO for Love, and Respond To Racism with us this May! There will be food vendors, artisans, and nonprofit booths with crafts. The main program includes a keynote speaker, musical performances, dance performances, martial arts demos, food, artists, and more!



		Pearl \$1,000	Jade \$400	Supporting \$250
<b>GENERAL PROMOTION</b>	Company color logo in the <i>Lake Oswego Parks and Recreation Fall Activities Guide</i> , mailed to 24,000 households	X		
	Acknowledged as sponsor in summer events insert in <i>Hello LO</i> city newsletter, mailed to 24,000 households	X		
	Company color logo in the Summer Events Brochure, widely distributed throughout the community	X	X	
	Company color logo on posters, postcards and other printed promotional materials for AAPI	X	X	X
	Company color logo with hyperlink on the Lake Oswego Parks and Recreation website (May-October)	X	X	X
	Company acknowledged as event sponsor on the City's social media platforms: Facebook +6,700 followers, Instagram +10,000 followers and Twitter +6,376 followers	X		

For Sponsorship Opportunity – Contact Robin Krakauer – Communication & Sponsorship Coordinator 503-534-5422 or rkrakauer@lakeoswego.city

		Pearl \$1,000	Jade \$400	Supporting \$250
<b>ONSITE PROMOTION</b>	Company banner displayed next to the main stage onsite at the event (banner provided by the business)	X		
	Opportunity for your company to host a 10x10 booth space at the AAPI event	X	X	
	Opportunity to have the Emcee acknowledge and share a few words about your business during the event	X		
	Opportunity for your business to provide a raffle giveaway at AAPI	X		
	Company Color logo on sponsor Thank You poster displayed at the event	X	X	X

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# SPONSORSHIP REACH INCLUDES

- Exposure to over 500 to 1,000 visitors.
- 6,700 followers on Facebook, almost 10,000 followers on Instagram, and 6,376 followers on Twitter.
- 900,000 visits in 2023 to the City website with over 1.9 million page views.
- 24,000 households with the *HelloLO* insert in July, mentions in August, and additional reach through email newsletters that hit 12,000 subscribers in our *LO Down* that comes out 2 times per month.
- *LO Review* ads reach 8,700 print and digital subscribers and 20,880 weekly readers with an email reach of 23,800 per week. Plus, through their platform, social media reaches additional viewership and audiences.
- 24,000 households reached in the Parks & Recreation Activities Guide.
- There are opportunities to custom-promote to attract new customers, increase your brand awareness, and reach.
- Enrichment of company or individual profile with community recognition and partnership with the City of Lake Oswego and the community which brings economic vitality and drives our local economy.

\*\*Numbers based on 2023 findings

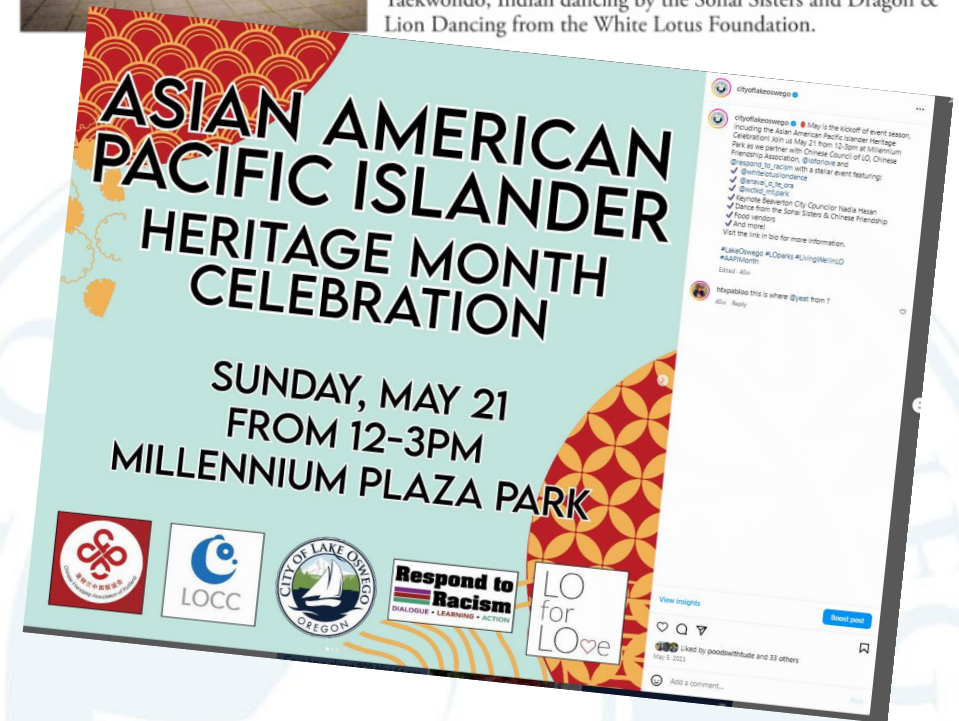
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# SAMPLING OF MARKETING SUPPORT



## ASIAN AMERICAN PACIFIC ISLANDER HERITAGE MONTH CELEBRATION

Join us on Sunday, May 21 from 12 to 3 p.m. at Millennium Plaza Park, to celebrate Asian American Pacific Islander heritage month in partnership with local nonprofits LO for LOve, Respond to Racism, Chinese Friendship Association of Portland and the Chinese Council of LO. The event will feature a keynote address from Beaverton City Councilor Nadia Hasan, traditional Polynesian dance performances from Anavai O Te Ora, martial arts demonstrations from World Champion Taekwondo, Indian dancing by the Sohla Sisters and Dragon & Lion Dancing from the White Lotus Foundation.



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# BE A PART OF THE ASIAN AMERICAN PACIFIC ISLANDER CELEBRATION!



**Respond to  
Racism**  
DIALOGUE • LEARNING • ACTION

LO  
for  
LO♥e

Lake Oswego Parks and Recreation Sponsorship

Contact: Robin Krakauer

Communication & Sponsorship Coordinator

503-534-5422

[rkrakauer@lakeoswego.city](mailto:rkrakauer@lakeoswego.city)

[www.lakeoswego.city/parksrec](http://www.lakeoswego.city/parksrec)



Respect. Excellence. Trust. Service.