

2025 Asian American, Native Hawaiian, Pacific Islander Sponsorship Opportunities

Join us this May as we celebrate AANHPI Heritage Month in partnership with **LO For LOve, Respond to Racism, the Chinese Friendship Association of Portland** and the **LO Chinese Council**. This event highlights the rich traditions and stories of Asian American, Native Hawaiian, and Pacific Islander communities. Enjoy a day filled with food vendors, skilled artisans, and engaging nonprofit booths featuring hands-on crafts and activities. The main program offers inspiring experiences, including a keynote address, captivating musical and dance performances, martial arts demonstrations, artist showcases, and more! This is a perfect opportunity to honor diverse traditions, learn, and connect with others in our community.



Benefits of Partnering with Us

- Exposure to over 500 visitors at AANHPI
- 7,200 followers on Facebook, 11,000 followers on Instagram, and 6,400 followers on Twitter
- 921,363 visits in 2024 to the City website with over 2.4 million page views
- 24,000 households in Lake Oswego with the Parks & Recreation Activity Guide
- 24,000 households in Lake Oswego with *HelloLO*
- 13,000 with the digital newsletter, *LO Down*
- Over 50,000 page views on the "Things to Do" page
- Social media posts reached over 250,000 people
- 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

Sunday, May 18

12 - 3 p.m.

Millennium Plaza Park

SPONSOR LEVEL

PEARL

INVESTMENT \$1,000

The Pearl Sponsor is the highest level of support for the AANHPI Celebration, offering premier benefits. Sponsors receive emcee recognition during the event, a prominent banner display near the stage, and a host of additional perks to showcase their commitment to the community.

<h3>General Advertising</h3>	<ul style="list-style-type: none"> • Company color logo in the <i>Lake Oswego Parks and Recreation Summer Activities Guide</i>, mailed to 24,000 households • Acknowledged as sponsor in summer events insert in <i>Hello LO</i> city newsletter, mailed to 24,000 households • Company color logo in the Summer Events Brochure, widely distributed throughout the community • Company color logo on posters, postcards and other printed promotional materials for AANHPI • Company color logo with hyperlink on the Lake Oswego Parks and Recreation website (May-October) • Company acknowledged as event sponsor on the City's social media platforms: Facebook +7,200 followers, Instagram +11,000 followers and Twitter +6,400 followers
<h3>Onsite Promotion</h3>	<ul style="list-style-type: none"> • Company banner displayed next to the main stage onsite at the event (banner provided by the business) • Opportunity for your company to host a 10x10 booth space at the AANHPI event • Opportunity to have the Emcee acknowledge and share a few words about your business during the event • Opportunity for your business to provide a raffle giveaway at AANHPI • Company Color logo on sponsor Thank You poster displayed at the event



Lake Oswego Parks & Recreation Sponsorship
Contact: Robin Krakauer
Communication & Sponsorship Coordinator
503-534-5422
rkrakauer@lakeoswego.city
www.lakeoswego.city/parksrec

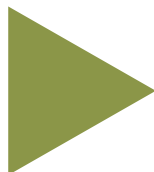


SPONSOR LEVEL
JADE
INVESTMENT \$500



The Jade Sponsorship includes a coveted 10x10 booth space to promote your business at the event, along with valuable advertising benefits to showcase your support and connect with the community.

<p>General Advertising</p>	<ul style="list-style-type: none"> • Company color logo in the Summer Events Brochure, widely distributed throughout the community • Company color logo on posters, postcards and other printed promotional materials for AANHPI • Company color logo with hyperlink on the Lake Oswego Parks and Recreation website (May-October)
<p>Onsite Promotion</p>	<ul style="list-style-type: none"> • Opportunity for your company to host a 10x10 booth space at the AANHPI event • Company Color logo on sponsor Thank You poster displayed at the event



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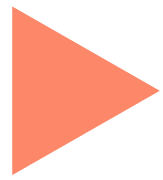


SPONSOR LEVEL SUPPORTING INVESTMENT \$300



The Supporting Sponsor level is perfect for businesses dedicated to fostering diversity, equity, and inclusion in our community. This sponsorship reflects your commitment to celebrating AANHPI heritage and supporting meaningful cultural connections through this vibrant event.

What Do You Get?	<ul style="list-style-type: none"> • Company color logo on posters, postcards and other printed promotional materials for AANHPI • Company color logo with hyperlink on the Lake Oswego Parks and Recreation website (May-October)
Onsite Promotion	<ul style="list-style-type: none"> • Company Color logo on sponsor Thank You poster displayed at the event



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SAMPLES OF PROMOTIONAL MATERIALS & MARKETING



ASIAN AMERICAN, NATIVE HAWAIIAN & PACIFIC ISLANDER HERITAGE MONTH
JOIN THE CELEBRATION ON SUNDAY, MAY 19, FROM 12 TO 3 PM, AT MILLENNIUM PLAZA PARK

PARKS PLAN 2040 NEIGHBORHOOD WORKSHOPS COMING TO A PARK NEAR YOU!

- May 31, 4 to 6 p.m. - Pilkington Park
- June 7, 4 to 6 p.m. - Windstar Park
- June 21, 4 to 6 p.m. - Hunsley Field
- June 28, 4 to 6 p.m. - Fossilhills Park

LAKE OSWEGO FARMERS' MARKET



THANK YOU PARTNERS

CITY OF LAKE OSWEGO

Respond to Racism
DIALOGUE • LEARNING • ACTION

LO for LOve

LOCC



ASIAN AMERICAN NATIVE HAWAIIAN PACIFIC ISLANDER AANHPI HERITAGE MONTH CELEBRATION

MAY 19, 12-3PM
MILLENNIUM PLAZA PARK

WWW.LAKEOSWEGO.CITY/PARKSRECEVENTS

Respond to Racism

LOCC



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