



*P.O. Box 2717
Marysville, CA 95901
530.603.1880
www.bokkaiparade.com*

January 1, 2017

Ni Hao! (that means Hello in Chinese)

For more than a century, the Yuba-Sutter community has supported and been a part of the Bok Kai Festival. Over the years, it has grown significantly and grown and today, it's a weekend-long celebration with more than 20,000 participants.

The parade was first held in Marysville 137 years ago in 1880. The Bok Kai Festival includes the famous Bok Kai Parade (California's oldest continuous parade), festivities throughout the weekend celebrating Marysville's Chinese heritage, and a traditional Bomb Day celebration. 2017 is the Year of the Rooster. We are writing to ask for your support in hosting the 137th Bok Kai Parade on March 4, 2017 in downtown Marysville. We have enclosed the details of our sponsorship levels for your consideration and the benefits of each level of sponsorship. Sponsorships begin at \$100. We are also excited to let you know that the Bok Kai Parade is now a 501(c)(3) non-profit organization so your sponsorship is tax deductible to the extent of the law.

Because of the extensive advertising and coordination for the 137th Bok Kai Parade, we must have all sponsors committed with final payment due by February 21, 2017.

We are available to come and present a proposal to you personally if you would prefer and higher levels of sponsorships with additional benefits are also available.

Thank you for your consideration and support of this important community event. If you would like more details, please contact Candice Fresquez, at (530) 603-1880 or via email to bokkaisponsorship@gmail.com

Sincerely,

A handwritten signature in black ink, appearing to read "Candice Fresquez".

Candice Fresquez
Bok Kai Parade Director

p/s – Visit our website at www.bokkaiparade.com to learn more about the parade and download parade entry applications and vendor information.

Sponsorship Benefit Levels



Bok Kai Parade



Koi Club Sponsor

\$ 100

Benefits:

Listing in Thank You ads in print media ✦ Business name & link on website ✦
Announcement of your business as a sponsor during parade ✦ Business name & Link on Facebook Page

Circle of Friends Sponsor

\$ 250

Benefits:

One Parade poster ✦ Business name & link on website ✦
Announcement of your business as a sponsor during parade ✦ Listing in Thank You ads in print media
✦ Business name & Link on Facebook Page

Jade Sponsor

\$ 500

Benefits:

Waived entry fee for parade float ✦ One Framed Parade poster ✦ One Parade T-shirt ✦
Business name, logo & link on website ✦ Announcements of your business as sponsor during radio spots & parade
✦ Listing in Thank You ads in print media ✦ Business name & Link on Facebook Page

Pearl Sponsor

\$ 1,000

Benefits:

All Jade level benefits, PLUS:

10'x10' booth space at Parade ✦ 4 additional Parade T-shirts (total of 5) ✦
Invitation to Private Bok Kai Hostess Reception ✦ Framed limited edition art print for Parade ✦
2 reusable Parade tote bags

DRAGON DEN Sponsor

\$ 1,500 +

Inquire

Higher sponsorships levels are available. If you are interested in other sponsorship opportunities or additional benefits not listed here, we will be happy to work with you to tailor a specific benefit package. Please contact

*Candice Fresquez, Sponsorship Coordinator,
at (530) 603-1880 for more information.*

2017 Sponsor Donation Form
137th Bok Kai Parade Year of the Rooster
March 4, 2017



Company name as it is to appear in print and media:

Contact name: _____

Address: _____

Phone: _____ Website: _____

Email: _____

Sponsor level: (*please circle*) \$100 \$250 \$500 \$1,000 \$1,000+ (inquire)

T-shirt size(s) for Jade level and above: (*please indicate S M L XL*) _____

Jade level (\$500) and higher sponsors who wish to enter the parade, please also fill out a parade entry form downloaded from the Bok Kai website and indicate SPONSOR for entry fee.

Email your company logo to Candice Fresquez at bokkaisponsorhip@gmail.com for inclusion on the Bok Kai Parade website at www.bokkaiparade.com

Signature of responsible party: _____

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All Sponsorship Donation Forms must be submitted to ensure your business is included in our marketing. This form will serve as a pledge form unless you enclose payment with this form. **Final payment must be received by February 21, 2017.**

Make checks payable to: **MARYSVILLE BOK KAI PARADE**

Please send this form and your check or invoicing instructions to:

**Marysville Bok Kai Parade
Post Office Box 2717
Marysville, CA 95901**

Contact Candice at 530-603-1880 or bokkaisponsorship@gmail.com with any questions.

Thank you for your support of this amazing and important community tradition....