

HOSTED BY



HERCULES FEBRUARY 2 2025
LUNAR NEW YEAR
PARADE

FIRST ANNUAL LUNAR NEW YEAR PARADE

In a city that approaches a 50% Asian with an over 30% foreign born population, the Lunar New Year is a major holiday that so many of our neighbors celebrate in a big way!

How will Hercules say Happy New Year? In many of our community's languages (Mandarin, Cantonese, Japanese, Filipino, Korean, Loatian, Cambodian, Thai, Malaysian, and more.)

After the parade our celebration will continue at the Hercules Community Center. We invite you to sponsor this important and energizing event, and to take advantage of your sponsorship table to share your product or service with a multi-generational and multi-cultural audience!

EXCLUSIVE SPONSORSHIP OPPORTUNITY

A maximum of three \$1,500 sponsorships are available.

Sponsor Benefits

Event Participation

- Logo on signage in parade & at the community center
- Event Table for sharing promotional materials
- Parade participation option (Walk/roll, car, float)
- Happy New Year shout out: opportunity to address the audience. (Say Happy New Year in your choice of language(s)!)
- Opportunity to be a contest judge
- 8 Audience chairs along parade route
- Reserved Parking for 2 vehicles at the community center

Event Promotion

- Logo on all printed marketing materials
- Logo on Chamber's website, e-newsletter and social media promotion.
- Acknowledgement in Chamber e-Newsletter (1,300 subscribers)
- Logo inclusion on local TV PSA



Contact admin@bayfrontchamber.com