



New England Hong Kong Festival

Co-hosted by City of Somerville, Somerville Arts Council and SomerVIVA

2024 Sponsorship Opportunities



About the Festival

The New England Hong Kong Festival is a community-run festival organized by a group of passionate Hongkongers living in New England, in partnership with the City of Somerville, Somerville Arts Council, and SomerViva. Our goal is to bring the Hongkonger community together and celebrate Hong Kong culture through a day filled with performances, delicious food, and enjoyable games and activities. We aspire to create a space where everyone can connect, learn more about our community and culture, and especially those with ties to Hong Kong can feel a sense of belonging and home.

Our team consists entirely of volunteers, and we rely on small grants, individual donations, merch proceeds, and vendor fees to make this event possible.

We are excited to launch our inaugural festival at Union Square Plaza on May 18, 2024 during AAPI Heritage Month, and we are deeply honored to be part of the vibrant mosaic of AAPI communities in New England!

Event Details

Date: Saturday, May 18, 2024 (Rain Date: May 19, 2024)

Time: 4-8pm

Location: Union Square Plaza (90 Union Square, Somerville, MA 02143)

Free Entry

Sponsorship Benefits

- **Broad Audience:** Our event will attract audiences from all six states in the New England region, including Hongkongers and members of AAPI communities. Furthermore, our partners City of Somerville, Somerville Arts Council and SomerViva have extensive community reach.
- **Foot Traffic:** Union Square plaza regularly hosts a well-attended weekly farmers market. Drawing from the success of previous Asian festivals like the Taiwanese Night Market (2,000+ attendees), Filipino American Fest (50,000+ attendees), Vietnamese Night Market (15,000+) and more, we anticipate 2,000+ attendees at this event.
- **Support AAPI Creatives and Businesses:** By contributing and making the festival possible, you are supporting the Hong Konger and AAPI community, including volunteers, creatives and businesses participating in the event.
- **Strengthen Our Community:** Our event is the first and only public gathering for the Hong Konger community in New England. Your support brings our community closer and makes it stronger.
- **Exposure in Somerville:** This opportunity allows you to connect with new audiences in the City of Somerville.

Sponsorship Levels

	Platinum Sponsorship \$1000	Gold Sponsorship \$500	Silver Sponsorship \$300
Logo or name featured on event signage, poster and website (with link and company description)	X	X	X
Appreciation gift	X	X	X
Dedicated acknowledgement post on social media	X	X	
Verbal recognition on stage	X	X	
10x10 booth or branded banner on-site	X		

We also accept sponsorships of other amounts and in-kind sponsorships! Please reach out to newenglandhkfest@gmail.com if you're interested.

Thank you for your interest in supporting New England Hong Kong Fest!

For additional information, please connect with us through:

Email: newenglandhkfest@gmail.com

Instagram: [instagram.com/newenglandhkfest](https://www.instagram.com/newenglandhkfest)

Facebook: [facebook.com/newenglandhkfest](https://www.facebook.com/newenglandhkfest)

Website : newenglandhkfest.com