



New England Hong Kong Festival

2025 Sponsorship Opportunities

About the Festival

The New England Hong Kong Festival is a community-run event that brings together the local Hongkonger community to celebrate our culture and identity in public. Featuring performances, food, games, and interactive activities, the Festival aims to create an environment where people from all backgrounds can connect, have fun, and where those with ties to Hong Kong can find a sense of belonging. We take pride in being supported by local businesses, institutions, and municipalities, rather than relying on foreign funding or embassies.

Our inaugural Festival in May 2024, held at Union Square in Somerville in partnership with the Somerville Arts Council and SomerViva, was a great success, attracting over 2,000 attendees despite weather challenges.





2nd Hong Kong Festival Event Details

Date: Saturday, May 31, 2025 (Rain date: 6/1 Sunday)

Time: 11am-5pm

Location: Seven Hills Park, Somerville

Price: Free Entry

Event Features

- Performances
- Food Vendors
- Retail Vendors
- Community/Student Organizations
- Free Game Booths
- Free Interactive Activities (Button station, photo booth etc.)
- Photo Opportunities

Sponsorship Levels

	Platinum Sponsorship \$2000	Gold Sponsorship \$1000	Silver Sponsorship \$500
Logo or name featured on event signage, poster and website (with link and company description)	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