2024 CHINATOWN LUNAR NEW YEAR PARADE 02.18.24

Date: Sunday, February 18, 2024 - Time: 1:00 to 2:30PM
Place: Chinatown / Parade Route: North on Wentworth Ave. from 24th St. to Cermak Rd., West on Cermak towards Princeton Ave.
- Celebrate the Lunar New Year of the Dragon – 4722 with a parade through Chinatown that includes marching bands, traditional dragon, lion dances, decorative floats,
- Attendance: 18,000 – 22,000
- Demographic: Domestic and international visitors, families, professionals, and students,

PLATINUM SPONSOR $15,000.00
- The Chicago Chinatown Community Foundation agree to designate as OFFICIAL TITLE SPONSOR of the 2024 Lunar New Year Parade.
- Representative may walk in the front line of the parade and give brief remarks at the Reviewing Stand.
- Team members can also hand out giveaways as they're walking in the parade with banner or Marching Band.
- Will be provided with (4) VIP parking spots.
- Representative can offer a LNY greeting at the press conference with local Chinese media a few weeks prior to the event.
- Your Branded Booth (10' x 20') at 23rd Street & Wentworth Avenue Central Parade Point.
- Logo placements: • Logo on (2) banners at Chinatown Gateway (facing north and south)
  • Logo on banner at Reviewing Stand.
- Logo on all ads promoting the event (English and Chinese) • (7) Chinese media (1 daily news publication covering East/West Coast and 6 weekly news publication and on line at www.ccc-foundation.org

PREMIUM SPONSOR - Value: $5,000.00 Entitlements are:
- Your Float/Vehicle/Marching Group in the parade (no entry fee required)
- Logo on both sides of event banners displayed at Chinatown Gate (Wentworth / Cermak)
- Logo featured on Reviewing Stand banner
- Verbal Recognition as Event Sponsor by Master of Ceremonies during parade and in Closing Ceremonies on Reviewing Stand
- Recognition as an Event Sponsor in Chinese Media ads, press releases and on line at www.ccc-foundation.org
- Opportunity for product distribution, literature and giveaways + VIP Parking

EVENT SPONSOR - Value: $3,000.00 Entitlements are:
- Your Float/Vehicle/Marching Group in the parade (no entry fee required)
- Logo featured on Reviewing Stand banner
- Verbal Recognition as Event Sponsor by Master of Ceremonies during parade and in Closing Ceremonies on Reviewing Stand
- Opportunity for product distribution, literature and giveaways + VIP Parking