



Become a Sponsor

The San Bernardino Lunar New Year Celebration thrives because of the generous support of our event sponsors. Their contributions enable us to present a vibrant cultural event filled with artistic programming while fostering growth and community engagement each year. By partnering with the City of San Bernardino for the 2025 San Bernardino Lunar New Year Celebration, businesses can help shine a spotlight on the rich traditions and invaluable contributions of the Asian American community.

Sponsorship Opportunities and Booths

As a sponsor of the 2025 San Bernardino Lunar New Year Cultural Celebration, your organization will gain valuable marketing exposure and community recognition. With an anticipated attendance of over 2,500 diverse participants, this event offers an unparalleled opportunity to connect with key target audiences.

Applications Now Open

Sponsorship applications are now being accepted through January 27th. However, spaces are limited, and the Lunar New Year Committee may close applications early if all sponsorship opportunities are filled. Please note that applying does not guarantee participation.

Explore our range of sponsorship opportunities and secure your spot today. Visit our application webpage for details and apply by clicking the button below:

SPONSORSHIP LEVELS

Snake Sponsor	\$10,000
Dragon Sponsor	\$5,000
Lion Sponsor	\$2,500
Firecracker Sponsor	\$1,000
Red Envelope Sponsor	\$500

Snake Sponsor: \$10,000

Benefits include:

- Display booth(s) with banner or footprint up to 10'x30' in prominent locations
- Event programming advertising
- Event website advertising (large logo + link)
- Five (5) VIP parking passes
- Acknowledgement as Presenting Sponsor on event signage
- Sponsor introduction and acknowledgment by City Councilmember at event Welcome Ceremony
- Brief onstage speaking opportunity at the event Welcome Ceremony
- Recognition at a San Bernardino Council meeting
- Commemorative company plaque
- Sponsor logo on pre-event marketing such as rack cards and street corner banners
- Promotion of sponsorship on City social media accounts

Dragon Sponsor \$5,000

Benefits Include:

- Display booth(s) with banner or footprint up to 10'x10' in prominent locations
- Event programming advertising
- Event website advertising (medium logo + link)
- Four (4) VIP parking passes
- Sponsor introduction and acknowledgment by City Councilmember at event Welcome Ceremony
- Recognition at a San Bernardino City Council meeting
- Commemorative company plaque
- Sponsor acknowledgment as title sponsor on event signage
- Promotion of sponsorship on City social media accounts

Lion Sponsor \$2,500

Benefits Include:

- Display booth(s) with banner or footprint up to 10'x10' in prominent locations
- Festival programming advertising
- Festival website advertising (medium logo + link)
- Two (2) complimentary VIP parking passes
- Acknowledgement as Sponsor on event signage
- Sponsor introduction and acknowledgment by City Councilmember at Welcome Ceremony
- Commemorative event sponsor certificate
- Promotion of sponsorship on City social media accounts

Firecracker Sponsor \$1,000

Benefits Include:

- Display booth with banner up to 10'x10'
- Event programming advertising
- Event website advertising (small logo + link)
- Acknowledgement as Sponsor on event signage
- Sponsor introduction and acknowledgment by City Councilmember at event Welcome Ceremony
- Commemorative company certificate

Red Envelope Sponsor \$500

Benefits Include:

- Listed in the event program as a sponsor
- Event website name listed as event sponsor
- Acknowledgement as Sponsor on event signage
- Commemorative company certificate