



Living Traditions Productions with Vietnamese Student Association at UC Irvine
presents

Beyond the Pride Lion Dance Exhibition II

Saturday, July 30, 2011 // Bren Events Center, Irvine, CA



Sponsorship Director:
Mytchel Luong
mytchel.luong@gmail.com
949-302-1731

Sponsorship

Dear Prospective Sponsor,

We at Living Traditions Productions (LTP), would like to extend our warmest greetings and invite you to Beyond the Pride eXhibition II (BPXII). BPXII is an exhibition that showcases the arts and traditions of the Asian culture. LTP is a non-profit organization committed to the preservation and promotion of the Asian cultural arts where we will provide a chance for our local and global communities to experience the traditions of Asia through BPXII.

As a small organization, our focus has been local, giving back to the community where we learned these traditions. As a goal of both LTP and BPX, we hope that our event will help rebuild the cultural connections between the older and younger generations of Asian American communities.

This year, we have various cultural performances showcasing the rich diversity of the Asian heritage, such as Japanese Taiko Drumming, Chinese Martial Arts, and the internationally practiced art of Lion Dance. Our participating Lion Dance teams hail from all over California, including some of the biggest names in the Lion Dance world, carrying international recognition, respect and prestige. We wish to not only pass on and preserve long-standing traditions, but to also forge new traditions that will live on for many generations to come.

In order to make an event of this magnitude possible, we are asking for your help in funding this event. To help defray our costs, our average ticket prices are \$15.00. Although we expect over 500 guests, ticket sales will not be enough to fully cover our expenses. From the venue, marketing materials, food, etc, LTP would immensely appreciate any kind of assistance. We invite you to read through our packet for more information about LTP and the event, as well as our sponsorship options and opportunities.

We, along with the Vietnamese Student Association at the University of California, Irvine (VSAUCI), invite you to join us in this celebration. We look forward to a mutually beneficial partnership with you and hope that with your help, we can preserve, promote, and elevate not only the art of Lion Dancing, but the Asian culture as a whole as well.

Sincerely,



Mytchel Luong
Living Traditions Productions
mytchel.luong@gmail.com
www.beyondthepride.com





Overview

Event: Beyond the Pride Lion Dance Exhibition II

Date: Saturday, July 30, 2011

Doors Open: 1:30pm

Show Starts: 2:00pm

Show Ends: 5:30pm

Location: Bren Events Center

100 Bren Events Ctr. Dr., Irvine, CA 92697-1500

Attendance: 500+ Visitors

10 Lion Dance and Performance Groups

25+ Volunteers

Timeline

| | |
|----------------------------|---------|
| Staff Arrive: | 8:00am |
| Teams Check-in: | 9:00am |
| Tech Time Begins: | 9:30am |
| Tech Time Ends: | 11:00am |
| Cast and Crew Meeting: | 11:00am |
| Opening/Closing Rehearsal: | 11:10am |
| Lunch Break: | 12:00pm |
| Continue Rehearsal: | 1:00pm |
| Doors Open: | 1:30pm |
| Final Meeting: | 1:50pm |
| Show Starts: | 2:00pm |
| Intermission: | 3:30pm |
| Show Ends: | 5:30pm |
| Audience Meet and Greet: | 5:30pm |
| Cleanup: | 6:30pm |

Depending on the time it requires to set up the booth, sponsors may give a time of arrival to the organizing committee for expectancy and check-in.



1. The Mission

The mission of Living Traditions Productions (LTP) is to preserve and expand the age-old tradition of Lion Dancing. With BPX, we are able to bring together local and national communities, while gaining great support from international communities thanks to online media.

There are many Lion Dance communities scattered across the United States that have only previously been able to meet and communicate online. By hosting BPX, we are able to bring together these scattered groups to foster camaraderie and illustrate the cultural diversity that already exists within Lion Dancing. The United States lacks a nationwide organization to unite these communities and Living Traditions Productions has taken up the mantle to help connect them. LTP would provide a forum for active members of the Lion Dance community to offer their own input and share their experience with the community.

MEASURABLE OBJECTIVES:

- To have the participation of 8 lion dance teams and 6 featured performances.
- To welcome 500+ audience members in attendance at Beyond the Pride.
- To promote ethnic diversity through several multicultural performances.
- To receive positive feedback from community members through a survey.
- To promote an increase in the enrollment of youth in related Lion Dance programs.
- To help with an increase in demands for Lion Dance performances in the local area.
- To establish a network among the Lion Dance teams.

LTP COMMUNITY INVOLVEMENT:

Beyond the Pride Lion Dance Exhibition: The goal of the event is to spur creativity, to increase communication and networking among teams and to raise awareness of the Lion Dance art form. This venue is open to the public and showcases the skills of the teams in front of Lion Dance enthusiasts, students, and families. The Beyond the Pride Lion Dance Exhibition is a recurring event.

LTP Network: LTP has facilitated the formation of a network between local Lion Dance teams through our event website and through other Lion Dance-focused websites and forums. The network is comprised of teams interested in sharing knowledge and pushing the art to higher levels while learning about the traditional roots and customs of the art. Our network fosters communication and brotherhood among the teams. As a result of the exhibition in 2009, LTP has been contacted by many national and international teams interested in taking part in our network to reach other Lion Dancers.

We have been featured in Non Song Magazine published by the Union of Vietnamese Student Associations. Wong Fu Productions, a popular online multimedia production group, has promoted and featured our event in their blogs and on their YouTube channel, helping us raise awareness for the Lion Dance.



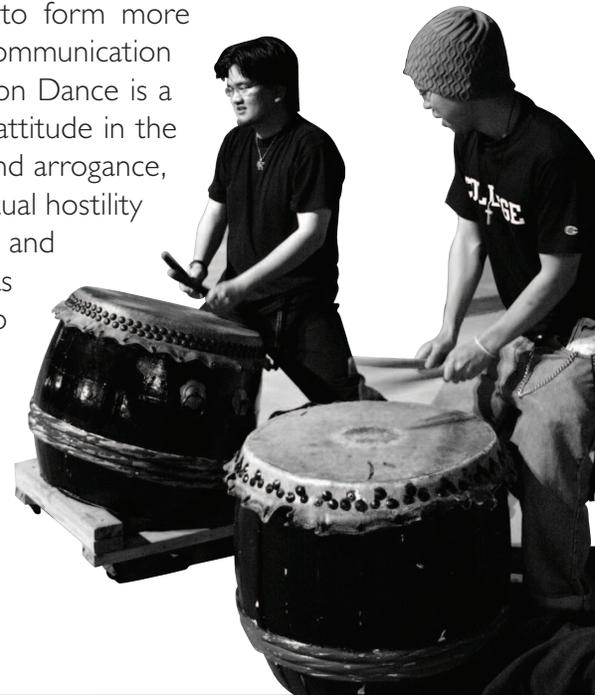
2. Target Population

Living Traditions Productions' targets a wide audience internationally and would like to provide a forum for individuals already participating in the art to be able to give their own input and share their experience with others in the Lion Dance community. Although we originally sought participation from Southern Californian teams, we have had interest from as far as Boston, and participation of teams from San Diego to San Francisco. We continue to talk to and gain interest from teams in Canada, Washington State, and even the Philippines. Our print advertising reaches local communities in Orange and Los Angeles Counties and our online media reaches a diverse audience. At our last show, we had a strong East Coast showing including visitors from New York and North Carolina. We have gained international fans and followers measured in YouTube viewership of over 100,000. In the time since our last show, we have increased our presence and influence and can expect to gain more support with BPX 2.

3. Outcome

Following the success of our previous event, we have noticed a marked increase in Lion Dancing. We have spoken with groups from the East Coast, the Midwest, other groups from the West Coast and from international groups as far as the Philippines and Madagascar who have expressed interest in spectating, participating in, or helping with BPX 2.

The success of BPX 2 will help broaden the art not only in the Asian community, but in the global society at large. Expanding upon our prior successes, we hope to form more bridges among the Lion Dancing communities, enhancing the communication and interaction with and among teams that exist in areas where Lion Dance is a marginalized tradition. Our success would bring about a change of attitude in the way Lion Dance teams relate to each other, moving beyond pride and arrogance, towards camaraderie and brotherhood. A move away from the habitual hostility and rivalry that has existed between teams, towards new friendship and interdependence, would improve their local communities as well as the larger Lion Dance community. By hosting an event intended to bring Lion Dancers together, it is our desire to facilitate a greater interchange of the techniques, history and participation from Lion Dance community members. By hosting an open community event, we also expect growth of knowledge, interest and participation in Lion Dancing by the surrounding populace.





4. Sponsorship Packages

DIAMOND SPONSOR

\$3,000

Large Sponsor Logo on all promotional materials: flyers, posters, staff shirt, promotional video
Full page ad in program
Personal recognition at the event as a major sponsor
Large Sponsor Logo on BeyondthePride.com website with a link to Sponsor website
Sponsor Video on BeyondthePride.com website
Sponsor Banner (provided by Sponsor) prominently displayed at the Exhibition
Two 8 x 2.5 foot booth/table space in a prime location
10 complimentary VIP tickets, 10 complimentary General Admission tickets
Logo on all newspaper advertisements
Paid Parking for 5 cars

PLATINUM SPONSOR

\$1,500

Large Sponsor Logo on all promotional materials: flyers, posters, staff shirt, promotional video
Half page ad space in the program
Sponsor Logo on BeyondthePride.com website with a link to Sponsor website
Sponsor Video on BeyondthePride.com website
Sponsor Banner (provided by Sponsor) prominently displayed at the Exhibition
One 8 x 2.5 foot booth/table space in a prime location
10 complimentary VIP tickets
Logo on all newspaper advertisements
Paid Parking for 2 cars

GOLD SPONSOR

\$888*

Medium Sponsor Logo on all promotional materials: flyers, posters, staff shirt, promotional video
Quarter page ad space in program
Sponsor Logo on BeyondthePride.com website with a link to Sponsor website
Sponsor Banner (provided by Sponsor) displayed at the Exhibition
One 6 x 2.5 ft table space at the Exhibition
4 complimentary VIP tickets
Logo on all newspaper advertisements
Paid Parking for 1 car

SILVER SPONSOR

\$500

Small Sponsor Logo on all promotional materials: flyers, posters, staff shirts, promotional video
Large (2 x 2 in.) logo on program
2 complimentary general admission tickets

BRONZE SPONSOR

\$100

Small (1 x 1 in.) logo on the program
2 complimentary General Admission tickets

All promotional materials must be submitted with logos prior to the deadline June 24, 2011.

* The Chinese word for "8" has audible similarity to the word for "prosperity" and thus multiple number 8's in succession is seen as an auspicious symbol for unending wealth and fortune.



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Beyond the Pride

Lion Dance Exhibition

Saturday, July 30, 2011 // Bren Events Center, Irvine, CA

SPONSORSHIP PLEDGE

COMPANY NAME: _____

ADDRESS: _____

CONTACT NAME: _____

PHONE: _____ FAX: _____

EMAIL: _____

My company would like to become a:

Diamond Sponsor — \$3,000

Platinum Sponsor — \$1,500

Gold Sponsor — \$888

Silver Sponsor — \$500

Bronze Sponsor — \$100

Media Sponsor

Supporting Sponsor

Donation amount: \$_____

I, _____, have read and agreed to the terms and conditions stated in this contract.

Signature

Date

Living Traditions Representative

Date

Please submit the company's logo(s) along with this page. Logo(s) may be sent to living.traditions.pro@gmail.com



Living Traditions Productions with Vietnamese Student Association at UC Irvine
presents

Beyond the Pride: Lion Dance Exhibition

SPONSORSHIP CONTRACT

I. Date, time, and location for the Exhibition:

A. Date and time:

Saturday, July 30, 2011

B. Location

Bren Events Center - 100 Bren Events Ctr. Dr., Irvine, CA 92697-1500

II. Liability:

A. Living Traditions Productions (LTP) and the Vietnamese Student Association at University of California Irvine (VSAUCI) shall not be responsible for any loss to Sponsor due to natural causes or force majeure including, but not limited to, rain, lightning, earthquake, and wind.

B. Sponsor agrees to indemnify and hold harmless LTP, VSAUCI, its officers, directors, agents, representatives from any and all claims, damages, losses and liabilities arising from Sponsor's participation with the Exhibition.

C. LTP and VSAUCI assumes no responsibility for damaged or lost articles/booths/exhibits.

D. Sponsor agrees to comply with all regulations of the facility hosting the Exhibition as well as all federal, state, and municipal laws, including healthy and safety. Sponsor agrees to be responsible for the collection and reporting of sales tax as required by law. Sponsor shall be responsible for obtaining all licenses, permits, health certificates, or items required by governmental agencies in order to ensure that Sponsor's booth/table may be lawfully operated.

E. LTP and VSAUCI have full authority to stop Sponsor from operation, without refund, should Sponsor sell or promote products and/or services other than those stated in Sponsor's application.

F. The following items are strictly prohibited from being sold, displayed, distributed, or used by Sponsor:

1. Alcoholic Beverages and Illicit Drugs
2. Cigarettes
3. Firecrackers/Fireworks
4. Weapons and Firearms
5. Vulgar, Offensive, Sexually Explicit, or Obscene materials as judged by LTP and VSAUCI, and such judgement shall be final.

Sponsor may be requested to remove a product or service displayed at the Exhibition at the sole discretion of LTP/VSAUCI if deemed unsuitable by LTP/VSAUCI, and such decision shall be final. Sponsor agrees that LTP/VSAUCI shall not be liable for any damages or losses, pecuniary or otherwise, either foreseen or unforeseen, incurred by Sponsor as a result of such action.

_____(initial)

G. Sponsor is prohibited from soliciting, selling and promoting its products/services outside of Sponsor's booth — this includes, but is not limited to, distributing flyers.

H. Sponsors may not use amplified sound on Exhibition grounds.

I. LTP/VSAUCI reserves the right to remove any Sponsors from the Exhibition.

Signature

Date

Living Traditions Representative

Date