



大洛杉磯台美人傳統週委員會

Taiwanese American Heritage Committee of Greater Los Angeles
3001 Walnut Grove Ave., Rosemead, CA 91770

Tel: (626) 307-4881 Fax: (626) 307-4388 Website: <http://taiwancenter.org/TAHW> E-mail: tcgla@taiwancenterla.org

2017 Taiwanese American Heritage Week Festival Sponsorship Package

Title Sponsor \$10,000

Benefits include: (Limit 2)

- On-stage banner
- Onstage recognition
- Logo with link on official website
- Advertisement, either one:
 - Front inside cover page ad in program book
 - Back inside cover page ad in program book
- One booth
- Logo imprint on the back of raffle tickets
- Invitation for on-stage photo opportunity with elected officials

Diamond \$5,000

Benefits include: (Limit 2)

- On-site banner
- Onstage recognition
- Logo with link on official website
- Advertisement, either one:
 - Second page ad in program book
 - Last page ad in program book
- One booth
- Invitation for on-stage photo opportunity with elected officials

Platinum \$2,000

Benefits include:

- On-site banner
- Onstage recognition
- Logo on official website
- Full page ad in program book
- Invitation for on-stage photo opportunity with elected officials

Gold \$1,000

Benefits include:

- On-site banner
- Event announcement recognition
- Logo on official website
- Full page ad in program book
- Invitation for on-stage photo opportunity with elected officials

Advertisement Opportunities

- Full page color ad 【\$500.00】
- 1/2 page color ad 【\$300.00】

Children Drawing Contest \$250

- Onsite banner
- Art paper ad

Business Name			
Contact Person			
Address			
Tel		Fax	
Cell		Email	
Remark			



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2017 台美人傳統週園遊會

贊助包

冠名贊助 \$10,000

(Limit 2)

- 現場文宣致謝
- 開幕致謝
- 傳統週網站文宣放置 Logo
- 傳統週手冊廣告(擇一)
- 封面內頁全彩廣告一頁
- 封底內頁全彩廣告一頁
- 現場攤位
- 園遊券反面印製 Logo
- 開幕典禮與主流政要合影

鑽石贊助 \$5,000

(Limit 2)

- 現場文宣致謝
- 開幕致謝
- 傳統週網站文宣放置 Logo
- 傳統週手冊廣告(擇一)
- 封面內頁全彩廣告一頁
- 封底內頁全彩廣告一頁
- 現場攤位
- 開幕典禮與主流政要合影

白金贊助 \$2,000

- 現場文宣致謝
- 開幕致謝
- 傳統週網站文宣放置 Logo
- 傳統週手冊全彩廣告一頁
- 開幕典禮與主流政要合影

黃金贊助 \$1,000

- 現場文宣致謝
- 開幕致謝
- 傳統週網站文宣放置 Logo
- 傳統週手冊全彩廣告一頁
- 開幕典禮與主流政要合影

廣告贊助

- 全彩手冊全頁廣告 【\$500.00】
- 全彩手冊半頁廣告 【\$300.00】

兒童繪圖競賽 \$250

- 現場文宣致謝
- 競賽圖紙廣告

公司名稱			
聯絡人			
地址			
電話		傳真	
手機		Email	
備註			



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2017 Taiwanese American Heritage Week Festival

Date: May.14, 2017

Time: 11:00am-5:00pm

Location: Barnes Park Memorial Bowl, Monterey Park
350 S. McPherrin Ave., Monterey Park, CA 91754

Event Focus:

- Promotion of Taiwanese tradition
- Promotion of Taiwanese cuisine
- Promotion of Taiwanese cultural performance

Purpose and Objectives of the Celebration

In the month of May, Taiwanese American Heritage Week is held to recognize the Taiwanese Americans and their contributions and achievements to the U.S. society, economy, culture, and other fields as well as introduce as well as share the Taiwanese American Culture-Heritage through organized festivities and celebrations in Taiwanese American communities. Through goodwill, understanding, and cultural-heritage exchanges people of all culture and heritage can get to know Taiwan and Taiwanese people through mutual understanding.

The Taiwanese American Heritage Week Los Angeles is spearheaded by the Taiwan Center Foundation of Greater Los Angeles and 50+ Taiwanese American affiliated associations.

Background of the Celebration

In 1992, U.S. President George Bush, Sr. officially signed Act HR 5572 put forward by Representatives Frank Horton and Norman Mineta of the Congress. The Decree was to establish “Asian Pacific American Heritage Month” in the month of May. The period is to celebrate and praise the contributions made by Asian Pacific Americans to the United States. This historical act was immediately passed by both the House of Representatives and Senate through majority voted.

In 1999, to praise the contributions made by Taiwanese Americans to the U.S., the U.S. Congress specifically designated a week in Asian Pacific American Heritage Month in May as Taiwanese American Heritage Week. Both in May 1999 and in May 2000, the U.S. President Clinton sent letter to congratulate on Taiwanese American Heritage Week.



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2017 台美人傳統週園遊會

日期：2017 年 5 月 14 日

時間：上午 11 時至下午 5 時

地點：Barnes Park Memorial Bowl, Monterey Park

350 S. McPherrin Ave., Monterey Park, CA 91754

活動亮點

- 宣傳台灣傳統 Promotion of Taiwanese tradition
- 宣傳台灣小吃
- 宣傳台灣文化表演

活動宗旨和目的

「台美人傳統週」，主要宗旨在表彰台美人對美國經濟、文化和各方面的貢獻，並向美國主流社會介紹台灣的傳統文化背景，讓主流友人認識「台灣」和「台美人」；更藉由「台美人傳統週」的慶祝活動，來增進台美人與主流或其他族裔的溝通及互動。考慮到長期推廣代代傳承，大洛杉磯台灣會館基金會於 2001 年正式成立「台美人傳統週委員會」，作為年度交接的平台，紀錄並保存往年活動資料作

活動由來和說明：

1992 年，美國總統布希正式簽署由國會議員荷頓(Rep. Frank Horton)和諾曼(Norman Mineta)所提出的法案 HR 5572，訂下每年五月為「美國亞太裔傳統月」(Asian Pacific American Heritage Month)，以慶祝並表揚亞太裔美國人對美國的貢獻，隨即在美國眾議院和參議院中獲多數通過。

1999 年，美國國會為表揚台美人對美國社會的奉獻，特別指定每年五月亞太裔傳統月當中的一個星期，為「美國台灣傳統週」或「台美人傳統週」(Taiwanese American Heritage Week)。1999 年 5 月與 2000 年 5 月，美國總統柯林頓均發函向「美國台灣傳統週」致敬並表祝賀。為傳承的依據。