



**1st Annual
Cleveland
Asian Festival**

May 22

2010

- Strengthening the identity of AsiaTown
- Educating and promoting Asian culture and traditions
- Celebrating Asian Heritage Month

This festival features food and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health fair that focuses on screenings and education.

AsiaTown
**Payne Avenue &
E. 30th Street**
11am – 8pm

info@clevelandasianfestival.org

216.539.4634

www.ClevelandAsianFestival.org



Cleveland Asian Festival

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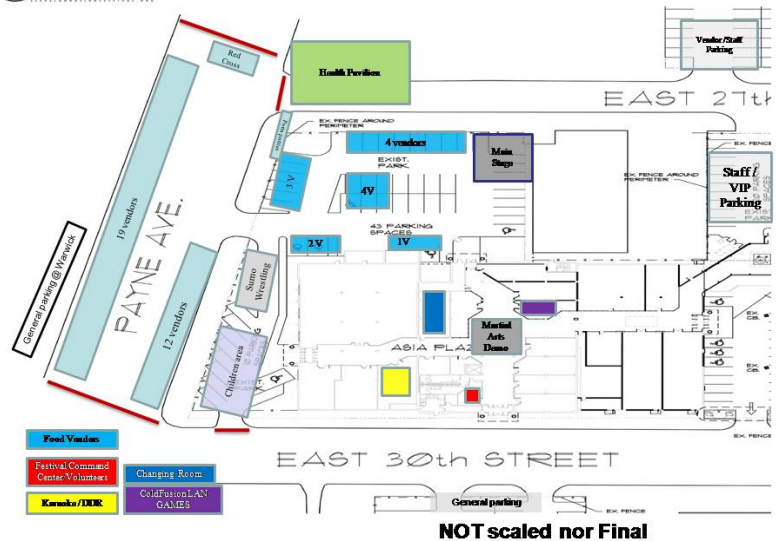
Cleveland Asian Festival – Asia Plaza, May 22, 2010

Welcome to the first **Cleveland Asian Festival**. The Festival will be held on Saturday, May 22, 2010 at the renowned Asia Plaza and surrounding streets (Payne Avenue and East 30th Street) located in the heart of AsiaTown. The **Cleveland Asian Festival** is a collaborative effort by the organizations and communities in Greater Cleveland. It is coordinated by the volunteer leaders within the Asian Pacific communities to foster, educate, and promote Asian culture and traditions, while celebrating Asian Heritage Month.

Cleveland Asian Festival is a landmark undertaking to unite the community through recognition of its culture, diversity, and people. The event is made possible by the volunteerism and participation of many diverse and ethnic groups including: Chinese, Taiwanese, Korean, Japanese, Filipino, Indian, Vietnamese, Laotians, Indonesian, Malaysian, Thai, and others. In addition, committed organizations such as the Organization of Chinese Americans of Greater Cleveland, Ingenuity Festival, International Community Council, International Service Center, Friendship Foundation of America, Federation of Indian Community Association, Vietnamese Community of Greater Cleveland, MotivAsians for Cleveland, Asian Services in Action, Cleveland Contemporary Chinese Culture Association, Cleveland Chinese Women Association, Chinese Professionals and Entrepreneurs Association, Consolidated Graphics Group, Creative House Studios, Koko Bakery, Korean American Association, Japanese Americans Citizens League, Cleveland Chinese Benevolent Association, Filipino Associations, St. Clair Superior Development Corp., Asia Plaza Inc., Cleveland Film Society and AsiaTown Neighborhood Merchant organizations have enthusiastically committed to this festival.



2010 Cleveland Asian Festival



The Festival will feature food and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health fair that focuses on diseases and medical conditions that affect Asians Americans. It will also bring economic growth to the AsiaTown neighborhood by introducing this ethnic neighborhood to thousands Clevelanders.

The event is free to the public and will run from 11am till 8pm with ethnic performances on stage throughout the day. This unique event provides an opportunity to learn and experience the diverse Asian cultures, heritage and traditions through visual performance arts, cultural displays and demonstrations, educational materials, and interactive workshops. A special highlight of Cleveland Asian Festival is the numerous competitions where children and adults can compete in fun activities.



Cleveland Asian Festival

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Highlights include:

Children Fun and Games, an area of the festival will feature several children's games that will provide activities for children to participate and learn while having fun.

Competition Arena will include an Egg Roll Eating Contest, Sumo Wrestling, Dance Dance Revolution and other activities. Sumo Wrestling is one of the most popular interactive games in the world. Participants are whisked into the world of Sumo Wrestling as soon as they step into the huge foam filled suits. This is a fun event for participants and spectators alike.

Authentic Asian Food: visitors attending this festival will be able to taste and enjoy diverse ethnic cuisines. There will be an opportunity to sample delicious authentic delicacies, rich with savory flavors from various Asian origins.

On stage or in a designated area, **Visual and Performing Acts** throughout the festival will engage audiences with arts, crafts, demonstrations, workshops, music, and dance. Classical, folk, and contemporary Asian art forms and acrobatic acts featuring local, regional, national, and international artists from participating countries boast superb performances at the festival. *Including performance of Columbu's Wah Lum Kung Fu's 7-Man Dragon Dance Troupe along with Cleveland's Kwan Family's Lion Dance Team!*

Martial Arts, Tai-Chi/Qigong and Yoga presentations and hands-on practice opportunities will be available, providing an inside look at the different Asian styled internal and external martial arts. Demonstrations will include Kung Fu, Aikido, Karate, Kendo, Jujitsu, Tae Kwon Do, Kali, Wushu, and other forms.

Health Demonstrations and Screenings are invaluable community benefit components. Several key health systems including University Hospital, Cleveland Clinic, and MetroHealth will be invited to offer glucose, mammograms, BMI, hepatitis B, and other screenings to attendees. In addition, community-based health and human service organization will offer educational demonstration and materials. Services will be free.

Educational Materials and Displays of books, brochures, and other items help explain the cultural art forms presented during this event. These items are available at the cultural booths or exhibit areas.





Cleveland Asian Festival

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Cleveland Asian Festival Committee:

The Cleveland Asian Festival organizing committees is comprised of numerous volunteers representing community leaders and Asian ethnic organizations from the Greater Cleveland area. All committee members are non-compensated volunteers whose efforts assist in keeping production cost low.

Executive Committee

Michael Byun
Vi Huynh
Yin Tang
Lisa Wong
Johnny Wu

Finance & Compliance Committee

Ken Kovach

Debbie Yue

Vi Huynh
Cory Riordan
Joseph Meissner
Giahua Ryan

Site Selection Committee

Becca Britton

Mona Alag
Vi Huynh
Le Nguyen
Jim Nisenon

Logistics Committee

Ed Hom

Asim Datta
Yatin Ambani
George Kwan
James Neligan
Andrew Schofield
Herbert Venables
Johnny Wu
Becca Britton
Lisa Wong
Kyle Znamenak (*Volunteer Coordinator*)

Food & Vendor Committee

Mona Alag

Judy Chu
Minh Dang
Lisa Wong
Xiao-Yang Huang

Special Adult Games Committee

Hao Zhou

Chan Wang

Advisory Board

Community Leaders
Sam Kim
Judy M. Wong
Brooke Willis
Laura Mimura
Councilman Jeffrey Johnson (Ward 8)
William Young
Margaret Wong
Wally Lanci

Children's Area Committee

Steve Hom

Michael Byun
William Young
Kitty Leung
Yin Tang

Marketing / Media Committee

Johnny Wu

Aryavarta Kumar
Prakash Sinha
Mark Stavnick (Video)
Joe Thomas
Yin Tang
Kyle Znamenak

Health Pavilion Committee

Michael Mendoza

Sujata Burgess
Michael Byun
Dr. Ted Suh (CC)
Hermione Malone (UH)

Performers Committee

Mona Alag

Yin Tang
T'shaka Brown
Gary Yano





Cuyahoga County Asian Demographics

- Total Population: 1.39 million
- Cuyahoga County Asians: 25,245 (18%)
 - Asian Indian 8,640 (34%)
 - Chinese 6,447 (26%)
 - Filipino 2,704 (11%)
 - Korean 2,016 (8%)
 - Vietnamese 1,790 (7%)
 - Japanese 1,198 (5%)
 - Other Asian 2,450 (10%)
- Two-thirds of Asians in the County resided in eight municipalities: Cleveland, Lakewood, Parma, Cleveland Heights, Westlake, Strongsville, Mayfield Heights, and North Olmsted
- Of these municipalities, 24% of Asians resided in the City of Cleveland (6,213)

www.factfinder.census.gov & ASIA, Inc. Needs Assessment Report 2005

Sponsorship Information:

Support Cleveland Asian Festival

We invite you to show your support of the burgeoning Asian American community by sponsoring the first ever Cleveland Asian Festival, scheduled for May 22, 2010. Backed by all the major Asian ethnic organizations and associations in addition to City of Cleveland, this event will celebrate the Asian people, its culture, traditions, and food, while raising awareness and support to benefit the local economy and Asian American programs and services in Cuyahoga County.

The event is anticipated to draw 5,000 people for a day-long celebration that includes cultural performances, activities for children, health fair, ethnic foods and merchandise. Leading up to the event, we will be promoting widely in both major and ethnic-based media. These include the Plain Dealer, Cleveland Scene Magazine, Cool Cleveland, Mach Song, Erie Chinese Journal, Lotus, Indian International and more. We also anticipate live news coverage for this event as well.

Your company's investment will help us leverage more support from other corporations, foundations and individual donors. In recognition of your leadership and support your logo/company name will be in the marketing materials related to the event, such as a planned article or ads in the Plain Dealer.

Below is information outlining the benefits associated with sponsoring the event, **please confirm your sponsorship by March 31, 2010** to take advantage of the marketing opportunities this event provides. Please contact us at 216.539.4634, if you have any questions. We look forward to working with you.



Cleveland Asian Festival

www.clevelandasianfestival.org

Special Benefits	Premiere \$20,000	Distinguished \$10,000	Presenting \$5,000	Partner \$2,500	Associate \$1,000
Event Naming Opportunity	Underwrites entire event, e.g. "CAF presented by {Company name}" on <u>all publicity</u>	Underwrites entire event, e.g. "CAF supported by {Company name}" on <u>all publicity</u>	Underwrites event segments, e.g. "CAF Children's Pavilion presented by {Company name}" on <u>all publicity</u>		
Corporate representative invited to speak on main stage	X	X			
Company Name/Logo Placement:***					
Highest logo prominence	X				
Exposure via paid advertising in print media	Logo	Logo	Logo		
Printed materials related to the event	Logo	Logo	Logo	Name mentioned	Name mentioned
CAF email marketing	Logo & link to your website	Logo & link to your website	Logo & link to your website	Name listed & link to your website	
CAF Website	Logo & link to your website	Logo & link to your website	Logo & link to your website	Name listed & link to your website	Name listed & link to your website
Press release	Company Name	Company Name	Company Name	Company Name	Company Name
Booth at event	Featured Location	Featured Location	X	X	
Program Guide	Full Page Ad on front inside or back of cover	Full Page Ad on front inside or back inside of cover	Full Page Ad	1/2 Page Ad	

*** Sponsors will be featured immediately upon receipt of sponsor documentation on website. For inclusion of logos for ads in printed materials, sponsorship response form and logos must be submitted by **March 31, 2010**.

For Vendor Booths information, please contact info@ClevelandAsianFestival.org or call 216.539.4634



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Corporate Sponsorship Response Form

Yes, _____ (*company name*) is proud to support Cleveland Asian Festival 2010 at:

_____ \$20,000 Level

_____ \$10,000 Level

_____ \$5,000 Level

_____ \$2,500 Level

_____ \$1,000 Level

\$_____ Individual

_____ We will **email our company logo* by March 31, 2010** to ensure inclusion in event marketing materials. (info@ClevelandAsianFestival.org)

Please provide a contact person for any questions regarding your sponsorship and its benefits:

Company Contact: _____

Title: _____

Phone _____ E-mail _____

Street Address: _____

City/State/Zip: _____

PAYMENT METHOD

Please include a check made payable to the **St. Clair Superior Development Corporation**

All contributions are tax deductible

Please return this form by **March 31, 2010** to info@ClevelandAsianFestival.org or mail to

St. Clair Superior Development Corporation

Attn: Cleveland Asian Festival

4205 Saint Clair Avenue

Cleveland, OH 44103-112

For questions: 216.539.4634

Thank you for your support!

** Please send the logo as grayscale, in eps or jpg format, at least 300 dpi. If you also have a color logo, please send that in addition to the grayscale version.*



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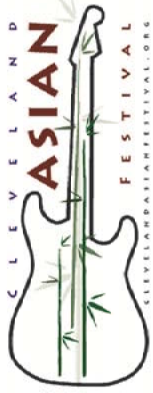
Sponsors:

- Asha for Education
- Asia Plaza / Li Wah Chinese Restaurant
- Asian Services In Action
- Chinese Professionals and Entrepreneurs Association
- City of Cleveland
- Cleveland Chinese Benevolent Association
- Cleveland Chinese Women Association
- Cleveland Clinic
- Cleveland Contemporary Chinese Culture Association
- Cleveland Film Society
- Cleveland Foundation
- ClevelandPeople.com
- Consolidated Graphics Group
- Councilman Jeffrey Johnson (Ward 8)
- Creative House Studios
- Erie Chinese Journal
- Federation of Indian Community Associations
- Fifth Third Bank
- Friendship Foundation of America
- India International News
- Ingenuity Festival
- International Community Council
- International Services Center
- Japanese Americans Citizens League
- Koko Bakery
- Korean American Association
- Margaret Wong and Associates
- Metromix.com
- MotivAsians for Cleveland
- OCA Cleveland Chapter
- Ohio Lottery Commission
- Protech Polymer Presto!
- St. Clair Superior Development Corp.
- University Hospitals
- Vietnamese Community of Greater Cleveland

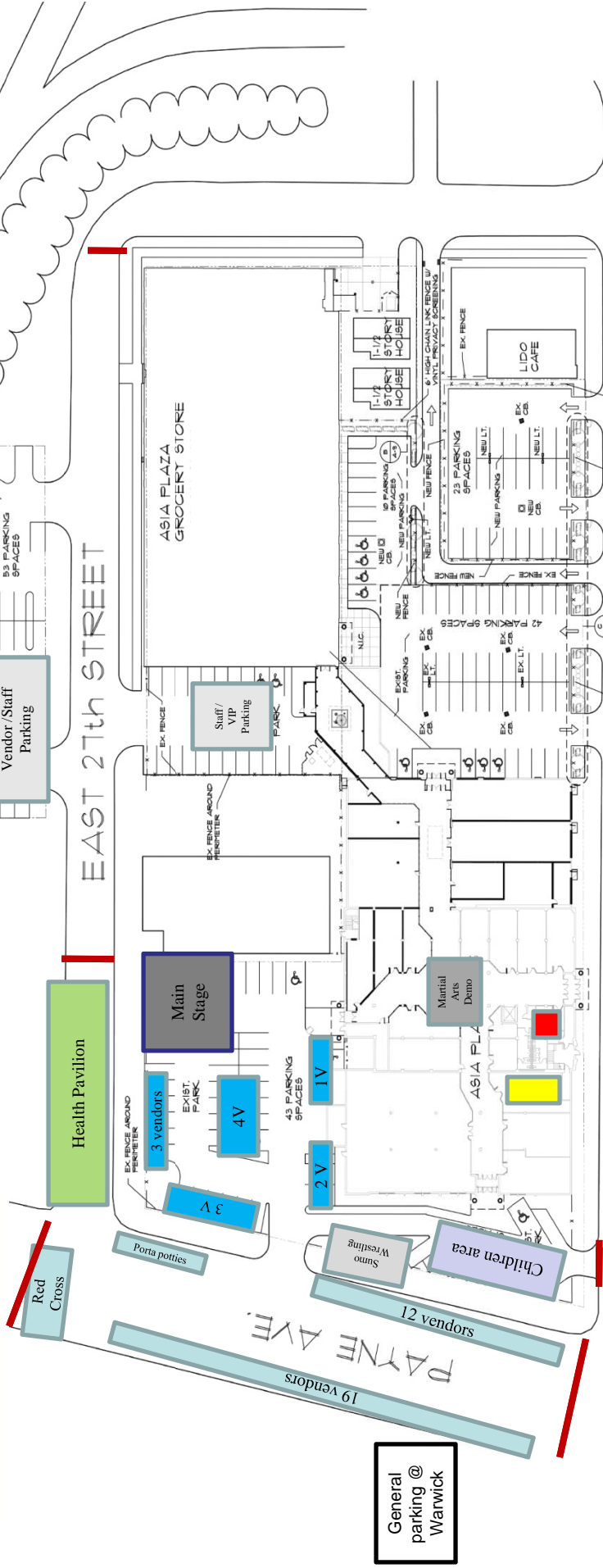


Wah Lum Kung Fu will perform 7-Man Dragon Dance Troupe along with Cleveland's Kwan Family's Lion Dance Team!





2010 Cleveland Asian Festival



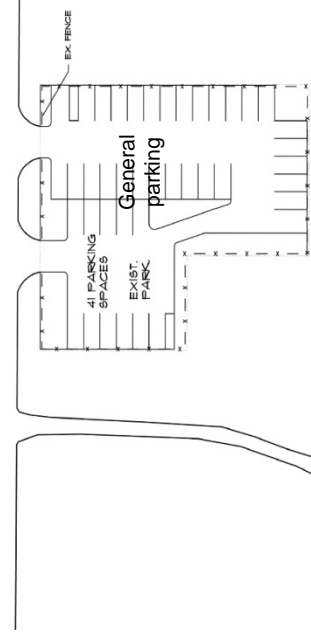
Food Vendors

Festival Command Center

Karaoke / DDR

SITE PLAN
SCALE: 1"=40'-0"

EAST 30th STREET



PARKING CALCULATION			
USE	SQ. FT.	PARKING REQUIRED	PARKING PROVIDED
RESTAURANT	10,354	67	
RETAIL STORE	51,617	103	
OFFICE SPACE	30,500	61	
TOTAL		231	242
7% OF REQUIRED TOTAL STALLS = 16 STALLS			

NOT scaled nor Final