

CHINESE CULTURE CONNECTION
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華夏文化協會

ANNUAL SPONSORSHIP OVERVIEW

www.chinesecultureconnection.org



ABOUT THE CHINESE CULTURE CONNECTION

The Chinese Culture Connection (CCC) is a **501 (c) (3) non-profit organization** founded in **1985** in **Reading, MA**. In **1999**, it relocated to **Malden** at the invitation of former mayor Richard C. Howard to support the growing Asian population and to build connections between Asians and the diverse Malden community and its surrounding cities.

Today, we proudly present a diverse array of **100+ events** annually, reaching out to **10,000+ individuals** spanning various backgrounds and age groups. We remain committed to:

- **Empowering** Chinese immigrants in Greater Boston to appreciate and retain their heritage and develop bicultural fluency, and positively navigate and succeed in the Malden community and American life
- **Enriching** the general public with a deeper understanding of Chinese language and culture.
- **Celebrating** diversity, inclusion, and equity.



10TH ANNUAL THANKSGIVING PING PONG TOURNAMENT

November 16, 2024 | 8:00 a.m. - 5:00 p.m.

Malden High School

77 Salem St, Malden, MA 02148

Each year, our Thanksgiving Ping Pong Tournament brings together **200+ ping pong enthusiasts**, spanning **ages 8 to over 70**, from **15+ cities and towns** across Greater Boston and beyond.

As we approach its 10th anniversary in 2024, this endeavor continues its commitment to **promoting** an active lifestyle, **nurturing** friendships across diverse cultures, and **fostering** connections among different generations.



16TH ANNUAL MALDEN LUNAR NEW YEAR CELEBRATION

January 2025 | 11:00 a.m. - 4:30 p.m.

Malden High School

77 Salem St, Malden, MA 02148

Over the past 15 years, this event has served as a unique window into the depth and vibrancy of Asian cultures, especially Chinese culture. Open to **all ages**, this **free** event offers **20+ festival performances** and a **lively fair** that brings together neighboring businesses and organizations, alongside **arts and crafts activities**.

As **one of the largest events of its kind in Greater Boston**, this celebration annually attracts **800 to 1,000 participants** from across the region.



20TH ANNUAL FUNDRAISING GALA & AWARDS CEREMONY

April 10, 2025 | 5:00 p.m. - 9:00 p.m.

Ming's Seafood Restaurant

19 Pleasant St, Malden, MA 02148

We warmly invite all to join us for an evening dedicated to celebrating community spirit and honoring our community's rich Chinese cultural heritage. Attendees will enjoy **authentic Chinese banquets**, participate in **live and silent auctions**, and experience **entertainment infused with Chinese cultural elements**.

At this year's Gala, we will shine a spotlight on **four distinguished individuals** who have played integral roles in **advancing cross-cultural understanding, uniting diverse communities, and championing diversity and inclusion**.

Honorees of the Year

Diversity and Inclusion Award

Danielle Kim

Excellence in Community Service Award

The Malden Warming Center

Outstanding Arts and Culture Award

The Boston Beijing Opera Association

Edward F. O'Connell Inspirational Service Award

Jordan Shapiro

EAST MEETS WEST CULTURAL DIALOGUE (EMW)

Year-Round Programming

East Meets West Cultural Dialogue (EMW) is a free, open-to-all program that serves **a dual purpose**: To assist immigrants in balancing their cultural heritage with the American way of life, and to offer an accessible pathway for all to explore the multifaceted dimensions of Chinese language and culture.

EMW events cover a wide array of topics, including arts, culture, parenting, wellness, taxation, education, immigrant literacy, and more. Collaborating with neighboring organizations such as Bike to the Sea, Malden Reads, and Malden River Works, several EMW events are held annually, offering diverse opportunities for engagement and learning.

Program Highlights



AAPI Heritage Month Celebration



Youth Leadership and Mentoring Program



Civic Engagement Public Forums



Holiday Swap Party



Collaborative Cultural Events

EVENT SPONSORSHIP LEVELS & BENEFITS



Grand Benefactor - \$30,000

Including all the benefits of Benefactor, plus

- Branded materials distribution at **all CCC events (in addition to signature programs)**
- Speaking opportunity during opening remarks of the Gala, Lunar New Year Celebration, Ping Pong Tournament, and four EMW events of choice
- **5** dedicated social media posts across the year (estimated outreach of 10,000+ people per post)
- **5** additional gala tickets (**20 tickets in total**)
- A **90-second** business stream video at the annual gala and Lunar New Year Celebration
- Vendor booths at the Lunar New Year Celebration, Ping Pong Tournament, and all EMW events of choice

EVENT SPONSORSHIP LEVELS & BENEFITS



Benefactor - \$20,000

Including all the benefits of Grand Patron, plus

- Speaking opportunity during opening remarks of the Gala, Lunar New Year Celebration, Ping Pong Tournament, and **three EMW events** of choice
- **3** dedicated social media posts across the year (estimated outreach of 10,000+ people per post)
- **5** additional gala tickets (**15 tickets in total**)
- **One additional** vendor booth at EMW events of choice
- A **60-second** business stream video at the annual gala and Lunar New Year Celebration
- Host the Lunar New Year Stamp Unveiling Ceremony during the Lunar New Year Celebration with the Mayor of Malden

EVENT SPONSORSHIP LEVELS & BENEFITS



Grand Patron - \$10,000

Including all the benefits of Patron, plus

- **2** dedicated social media posts across the year (estimated outreach of 10,000+ people per post)
- Logo printed on event souvenirs distributed to attendees upon entry to the Lunar New Year Celebration
- **4 additional** gala tickets (**10 tickets in total**)
- A **30-second** business stream video at the annual gala and Lunar New Year Celebration
- **One additional** vendor booth at EMW events of choice

Patron - \$5,000

- Recognition during opening remarks of all signature program
- Logo and name recognition in all marketing materials (website, posters, signage, social media, event newsletters, etc.)
- Logo on Ping Pong Tournament T shirts
- Full-page color ads in Gala and Lunar New Year Celebration programs
- Branded materials distribution at all CCC signature programs
- **1** dedicated social media post across the year (estimated outreach of 10,000+ people)
- 6 complimentary gala tickets
- Vendor booths at the Lunar New Year Celebration, Ping Pong Tournament, and **one EMW events** of choice

If you are interested in becoming our Annual Sponsor,
please fill out the form below.



Sponsorship Opportunities

- Grand Benefactor - \$30,000
- Benefactor - \$20,000
- Grand Patron - \$10,000
- Patron - \$5000

A check payable to the Chinese Culture Connection, Inc. in the amount of \$_____ is enclosed.

Name (as you wish it to be listed in our program)

Today's Date

Email

Address

City, State, Zip Code

Please make your check payable to the Chinese Culture Connection Inc. and mail it to 6 Pleasant St, #408, Malden, MA 02148. For more information or questions, please contact: gala@chinesecultureconnection.org