

2025

ALHAMBRA LUNAR NEW YEAR FESTIVAL

AN AUTHENTIC & CULTURALLY SIGNIFICANT EVENT

Celebrate the Annual Alhambra Lunar New Year Festival on Saturday, February 8, 2025 from 9am to 5pm in the heart of Downtown Alhambra!

This year's festival will feature all-day entertainment with:

*Lion dancers | Live Chinese character demonstrations
Cultural Passport and Prizes | Kids Zone | Full Day of Main Stage Performances*

This Main Street event will feature activities for the whole family:

Food | Vendors | Demonstrations | Cultural pavilions | Live performances

With more than 17,500 attendees, this event is a destination in the San Gabriel Valley and across Southern California.



BOOTH OPTIONS

FOOD TRUCK: \$500

- 1 Food Truck parking location
- Customized Social Media starter kit
- Electrical Hookup

Note: Food Truck Vendors needs to bring their city permit onsite. Should you wish to have a Food Category Exclusivity (drinks, noodles, burger, etc.), please email ALNY@alhambrachamber.org to check if this option is still available. Rate is \$750.

ARTIST ALLEY - NO TENT: \$200

Artist Alley are for artists, painters and creators who are showcasing different artworks. Choosing incorrect booth categories can lead to removal of your booth reservation. Reassigning to a different booth costs extra fee.

- 10 ft x 10 ft open space (no tent included)
- 6 ft table
- 2 chairs
- Customized Social Media starter kit

Note: **All vendors must provide their own tent.** You may bring extra tables and chairs as loong as it will fit inside your booth space and still provide ample space for emergency evacuation. **Electricity will not be provided for this booth category.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

ARTIST ALLEY - WITH TENT: \$550

Artist Alley are for artists, painters and creators who are showcasing different artworks. Choosing incorrect booth categories can lead to removal of your booth reservation. Reassigning to a different booth costs extra fee.

- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: You may bring extra tables and chairs as loong as it will fit inside your booth space and still provide ample space for emergency evacuation. **Electricity will not be provided for this booth category.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code. Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

NON-PROFIT - NO TENT: \$200

This ticket category are exclusively for nonprofit organizations. Choosing incorrect booth categories can lead to removal of your booth reservation. Reassigning to a different booth costs extra fee.

- 10 ft x 10 ft open space (no tent included)
- 6 ft table
- 2 chairs
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: You may bring extra tables and chairs as loong as it will fit inside your booth space and still provide ample space for emergency evacuation. **Electricity will not be provided for this booth category.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code. Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

NON-PROFIT - WITH TENT: \$550

This ticket category are exclusively for nonprofit organizations. Choosing incorrect booth categories can lead to removal of your booth reservation. Reassigning to a different booth costs extra fee.

- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: You may bring extra tables and chairs as loong as it will fit inside your booth space and still provide ample space for emergency evacuation. **Electricity will not be provided for this booth category.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

WELLNESS WALKWAY - PREMIUM: \$700

Wellness Walkway Premium booth space with tent rental, includes:

- corner booth location
- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: Wellness Walkway vendors should be non-food vendors. If you'll be distributing candies, biscuits, and other pre-packed food samples, please make sure to purchase the TFFF Processing Fee add-on. The event organizers have the authority to not allow distribution of any edible items without the TFFF (Health Permit). **If you need electricity for your booth, please purchase the electricity add-on.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

WELLNESS WALKWAY - REGULAR: \$550

Wellness Walkway booth space with tent rental, includes:

- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: Wellness Walkway vendors should be non-food vendors. If you'll be distributing candies, biscuits, and other pre-packed food samples, please make sure to purchase the TFFF Processing Fee add-on. The event organizers have the authority to not allow distribution of any edible items without the TFFF (Health Permit). **If you need electricity for your booth, please purchase the electricity add-on.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

KID ZONE - PREMIUM: \$700

Kid Zone Premium booth space with tent rental, includes:

- corner booth location
- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: Kid Zone vendors should be non-food vendors. If you'll be distributing candies, biscuits, and other pre-packed food samples, please make sure to purchase the TFFF Processing Fee add-on. The event organizers have the authority to not allow distribution of any edible items without the TFFF (Health Permit). **If you need electricity for your booth, please purchase the electricity add-on.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

KID ZONE - REGULAR: \$550

Kid Zone regular booth space with tent rental, includes:

- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit
- All vendors must use the provided tent.

Note: Kid Zone vendors should be non-food vendors. If you'll be distributing candies, biscuits, and other pre-packed food samples, please make sure to purchase the TFFF Processing Fee add-on. The event organizers have the authority to not allow distribution of any edible items without the TFFF (Health Permit). **If you need electricity for your booth, please purchase the electricity add-on.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

NON-FOOD BOOTHS - PREMIUM: \$700

Non-Food premium booth space with tent rental, includes:

- corner booth location
- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit

Note: All vendors must use the provided tent. If you'll be selling or distributing pre-packed food samples (candies, cookies, drinks, etc) please make sure to purchase the TFFF Processing Fee add-on. The event organizers have the authority to not allow distribution of any edible items without the TFFF (Health Permit). **STRICTLY NO COOKING and HEATING of food items for this booth category. If you need electricity for your booth, please purchase the electricity add-on.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

NON-FOOD BOOTHS - REGULAR: \$550

Non-Food regular booth space with tent rental, includes:

- 10x10 tent, set up/tear down
- 6 ft table
- 2 chairs
- Tent weights
- Tent Signage
- Customized Social Media starter kit

Note: All vendors must use the provided tent. If you'll be selling or distributing pre-packed food samples (candies, cookies, drinks, etc) please make sure to purchase the TFFF Processing Fee add-on. The event organizers have the authority to not allow distribution of any edible items without the TFFF (Health Permit). **STRICTLY NO COOKING and HEATING for this booth category. If you need electricity for your booth, please purchase the electricity add-on.**

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

FOOD VENDOR - PREMIUM: \$1,034

- 10 x 20 ft vendor space, corner location
- Includes TFF Permit Fee (\$184)
- Tent Signage
- Customized Social Media starter kit

IMPORTANT: This 10'x20' vendor space DOES NOT include rentals. All Food vendors must provide their own Temporary Food Facility set-up supplies including, but not limited to fire resistant tents, tables, chairs, floor coverings, wall coverings, etc. Vendors requiring rental must contact festival organizers for more details. **If you need electricity for your booth, please purchase the electricity add-on.**

Note: Vendors who register after January 3, 2025 will incur a \$50 TFF processing expedite fee.

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code. Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

FOOD VENDOR - REGULAR: \$784

- 10 x 20 ft vendor space
- Includes TFF Permit Fee (\$184)
- Tent Signage
- Customized Social Media starter kit

IMPORTANT: This 10'x20' vendor space DOES NOT include rentals. All Food vendors must provide their own Temporary Food Facility set-up supplies including, but not limited to fire resistant tents, tables, chairs, floor coverings, wall coverings, etc. Vendors requiring rental must contact festival organizers for more details. **If you need electricity for your booth, please purchase the electricity add-on.**

Note: Vendors who register after January 3, 2025 will incur a \$50 TFF processing expedite fee.

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code. Please note that the discount amount depends on the booth type.



BOOTH OPTIONS

ADD-ON: ELECTRICITY (NON-FOOD VENDORS): \$85

- 110 Amp

Note: Vendors must bring their own 30 to 50 meters extension cords.

ADD-ON: ELECTRICITY (FOOD VENDORS): \$135

- 110 and 220 Amp

IMPORTANT:

- Electrical use must not exceed six (6) 20 Amp
- Vendors must bring their own 30 to 50 meters extension cords.

Add-on: TFF (Health Permit) Processing Fee: \$116

- TFF / Health Permit Processing Fee

Note: For vendors who are NOT under the "Food Vendor" category that wishes to distribute pre-packed edible items (candies, fruits, drinks, etc) at the event.

Please purchase one add-on per booth only.

A discounted rate of up to \$100 is available for Alhambra Chamber of Commerce members. You may email ALNY@alhambrachamber.org to get a discount code.

Please note that the discount amount depends on the booth type.

