2026 ALHAMBRA LUNAR NEW YEAR FESTIVAL

AN AUTHENTIC & CULTURALLY SIGNIFICANT EVENT

Celebrate the Annual Alhambra Lunar New Year Festival on Saturday, February 28, 2026 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 20,000 attendees, this event is a destination in the San Gabriel Valley and across Southern California.

WHY BECOME A SPONSOR?

Sponsoring Alhambra's Lunar New Year Festival is an unparalleled opportunity to be a recognized participant in our city's premier holiday celebration that features the Asian community. It is always a well-attended event with local residents, elected officials, and visitors coming from throughout Southern California. Sponsors receive visibility in conventional media. You'll be featured in social media, too!

COMPLIMENTARY ADVERTISING & PROMOTION

Event Attendees: 20,000

Local newspaper: *Around Alhambra* - 60,000 readership Social Media: Facebook and Instagram - 30,000 reach Media Coverage: *Los Angeles Times*, KTLA, KABC, KNBC, FOX11





SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: SOLD OUT

- "Alhambra Lunar New Year Festival Presented by..." with organization name on all event materials
- Company logo on stage signage
- Company logo on all digital marketing materials, including social media
- Speaking time from the stage
- Two title sponsor booth areas (25"x10") in a high visibility areas at the two key intersections of 1st and Main and 2nd and Main
- Business name listing on program map
- Logo on the event website
- Social media sponsorship post
- Complimentary full-page ad in Around Alhambra
- Complimentary ad in Aroundalhambra.org

STAGE SPONSOR: \$15,000

- Company logo on stage signage
- Speaking time from the stage
- Company logo on all digital marketing materials, including social media
- One premium sponsor booth (10"x10") in the high-visibility area
- Business name listing on program map
- Logo on the event website











SPONSORSHIP OPPORTUNITIES

CULTURAL TRADITIONS PASSPORT SPONSOR: \$7,500 (2)

- Listed as Lunar New Year Cultural Passport Sponsor on "destination" signage at 5 locations
- Logo printed on passport
- On-stage speaking role
- Company logo on all digital marketing materials, including social media
- Opportunity to provide a branded giveaway item to passport holders
- Business name listing on program map

EXCLUSIVE "ZONE" SPONSORS:

Kids Zone: SOLD OUT

Wellness Walkway: \$7,500

Artisan Alley: \$5,000

Sustainability Center: SOLD OUT

- "Presented by..." with sponsor name on zone signage
- On-stage speaking role
- Sponsor logo on all digital marketing materials and social media
- One premium sponsor booth (10"x10") in your "zone"
- Opportunity to provide a branded giveaway item to be given out from the zone
- Sponsor name listing on program map











SPONSORSHIP OPPORTUNITIES

BANNER SPONSOR: \$4,500 (5)

- Company logo on the event banner posted across Main St. in Alhambra for 6 weeks (must be confirmed by December 15, 2025)
- · Company logo on all digital marketing materials, including social media
- One premium sponsor booth (10"x10") in the high-visibility area
- Opportunity to provide a branded giveaway item to be given out from the stage by performers, or as attendees walk into the festival.
- Business name listing on program map

DIGITAL SPONSOR WITH BOOTH: \$3,000

- · Logo on the website
- Company logo on all digital marketing materials, including social media
- One premium sponsor booth in the high-visibility area
- Business name listing on program map

To secure your sponsorship of LA's largest one-day Lunar New Year Festival, contact Kathleen at ALNY@alhambrachamber.org

To learn about booth and vendor opportunities, please visit www.alhambralunarnewyear.com





