



Việt

CULTURAL FEST

Food, Cultural Games,
Fun Activities & Contests

10AM - 6PM
SATURDAY
SEPTEMBER 16, 2023

**NRG CENTER,
HALL D&E**

1 NRG PARK, HOUSTON, TX 77054



VIETCULTURALFEST.ORG

VCF PRESENTED BY VIETNAMESE CULTURE & SCIENCE ASSOCIATION



Immerse yourself in the wonder of
Vietnamese Culture by experiencing a

*“Taste
of
Vietnam,”*

at **Viet Cultural Festival**, presented by the
Vietnamese Culture and Science Association on
Saturday, September 16, 2023!

SPONSORSHIP LEVELS

Please consider joining the largest Vietnamese Cultural Festival as a sponsor. We have the following sponsorship levels available for your consideration.

Title Sponsor: \$25,000 and Above

- One prominent booth (size 10x30) in prime location with heavy foot traffic
- 20 Exhibitor Passes, 40 General Admission Tickets; 15 Parking Passes
- Plaque of Appreciation as Title Sponsor of Viet Cultural Fest 2023 presented on stage at the Opening Ceremony
- Acknowledgement on all marketing and advertising material including: Guest Appearance in Event Segments and Announcements on Local Television and Radio; Acknowledgement on Event Website, Mention in all Social Media Campaigns
- Logo to be included on all printed material including main stage banner, displays, flyers, and programs

Diamond Level: \$10,000

- One Booth (Size 10x20) located in Premier Location
- 10 Exhibitor Passes, 20 General Admission Tickets, 10 Parking Passes
- Plaque of Appreciation as Diamond Sponsor of Viet Cultural Fest 2023
- Acknowledgement in Announcements on Local Television and Radio; Acknowledgement on Event Website, Mention in all Social Media Campaigns
- Logo to be included on all printed material including banners, displays, flyers, and programs



Gold Level: \$5,000 - \$7,500

- One Booth (Size 10x20)
- 5 Exhibitor Passes, 10 General Admission Tickets, 5 Parking Passes
- Plaque of Appreciation as Gold Sponsor of Viet Cultural Fest 2023
- Acknowledgement in Announcements on Local Television and Radio; Acknowledgement on Event Website, Mention in all Social Media Campaigns
- Logo to be included on all printed material including banners, displays, flyers, and programs

Silver Level: \$2,500 - \$4,999

- One Booth (Size 10x8)
- 3 Exhibitor Passes, 5 General Admission, 3 Parking Passes
- Plaque of Appreciation as Silver Sponsor of Viet Cultural Fest 2023
- Acknowledgement in Announcements on Local Television and Radio; Acknowledgement on Event Website

Bronze Level: \$1,000 - \$2,499

- One Booth (Size 10x8)
- 2 Exhibitor Passes, 2 General Admission Tickets, 2 Parking Passes
- Plaque of Appreciation as Bronze Sponsor of Viet Cultural Fest 2023
- Acknowledgment in Announcements on Local Television and Radio; Acknowledgement on Event Website

Premier Food Booth: \$2,500

- One Booth (Size 20x20)
- 5 Exhibitor Passes, 5 General Admission Tickets, and 5 Parking Passes

Standard Food Booth: \$1,500

- One Standard Booth (Size 10x20)
- 3 Exhibitor Passes, 2 General Admission Tickets, 3 Parking Passes

Banner Advertising:

- **\$1,500:** Banner to be prominently displayed on stage area and other display areas; banner to be added on event website
- **\$500:** Logo to be displayed on area backdrop and/or other display areas; logo to be added to event website

Logo Advertising:

- **\$300:** Logo to be added on event website and printed on flyers

Community Partner Booth:

- **\$750:** One Standard Booth (Size 10 x 8)
- 2 Exhibitor Passes, 2 Parking Passes

SPONSORSHIP/BOOTH REQUEST FORM

CONTACT PERSON: _____

Company Name: _____

Street Address: _____

City, State, Zip Code: _____

Phone Number: _____ Cellphone: _____

Email: _____

Signature: _____ Date: _____

Please make your check payable to “VCSA” and Memo to Viet Cultural Fest 2023 and mail it to:

VCSA

6689 W Sam Houston Pkwy S, Suite 303

Houston, TX 77072

PAYMENT BY: Check | Visa | Master | Discover | American Express

Name (as appears on card): _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Cardholder's Address: _____

City: _____ State: _____ Zip Code: _____

For questions regarding sponsorship packages, booth reservations, or advertising, please email sales@vietculturalfest.org or call **281.933.8118**

For additional information, please visit www.VietCulturalFest.org

**DEADLINE TO SUBMIT APPLICATIONS AND PAYMENT IS:
AUGUST 31, 2023**

Please list all items you intend to display or sell. Items not listed or approved by the Sponsorship or Sales Committee will not be permitted to be sold nor displayed at Viet Cultural Fest.

1. _____
2. _____
3. _____
4. _____
5. _____

REFUND POLICY: The event will be held indoors. **No refunds** for sponsorships, booth reservations, advertising sales will be given in the event of rain on the day of the event.

Should you need to cancel your participation, the following refunds will be issued:

CANCELLATIONS:

- 30 days before the festival, 50% refund for standard or food booth
- 15 days before the festival, 25% refund for standard or food booth
- Less than 15 days, No Refund will be issued

EXHIBITOR CHECK LIST: PLEASE INITIAL BY EACH THAT APPLIES

- | | |
|---------------------------------------------------------------------|-----------------------------|
| _____ Sponsorship Form | _____ Exhibitor Description |
| _____ Certificate of Insurance | _____ Food service license |
| _____ Health permit | _____ Resale permit |
| _____ Payment Terms and Conditions | |
| _____ Coordinated Telecommunication Service with SmartCity Networks | |
| _____ Read and understood Exhibitor Guidelines | |

I, _____, have read and agreed to the terms and conditions that listed in the Exhibitor Guidelines.

Sponsor/ Exhibitor Signature

Date

****All payments must be received before August 31, 2023 to guarantee sponsorship or exhibitor booth space at Viet Cultural Fest.***

EXHIBITOR GUIDELINES

1. EVENT DATE, TIME, AND LOCATION

- **Date:** Saturday, September 16, 2023
- **Show time:** 10:00 AM - 6:00 PM
- **Location:** NRG Center, Hall D & E at 1 NRG Park, Houston, TX 77054

2. EXHIBITOR MOVE IN AND MOVE OUT TIMES

- **Move In:** Friday, September 15, 2023 from 10:00 AM to 10:00 PM.
- **Move Out:** Saturday, September 16, 2023 from 6:30 PM to Midnight

3. CANCELLATIONS

Cancellations must be made in writing for all Exhibitors or Food booth

- 30 Days Prior to the Event 50% Refund
- 15 Days Prior to the Event 25% Refund
- Less than 15 Days Prior to the Event: No Refunds Issued

4. LIABILITY AND REGULATION

- Viet Cultural Fest shall not be liable for any loss or damage to sponsors or exhibitors due to limited acts of nature such including lightning strike, tornado, hurricane, hail or severe wind.
- Sponsors/ Exhibitors shall be responsible for any incident and/or during the festival that is not by or of Viet Cultural Fest Houston activities and staff.
- Sponsors/ Exhibitors must follow the guidelines and all the regulations of the facility host, NRG Center, and all federal, state, and city laws including health and safety. Sponsors/ Exhibitors will be responsible for collection and reporting of sales tax as required by law.
- Viet Cultural Fest Houston has full authority to stop sponsors/ exhibitors from operating, without refund, of any activity of selling, collecting, and promoting services that violate the regulation of the facility.

- Sponsors/ Exhibitors are prohibited from selling, displaying, distributing, or using:
 - a. Alcoholic beverages and illicit drugs
 - b. Cigarettes and other forms of tobacco
 - c. Firecrackers, fireworks, or similar items
 - d. Weapons and Firearms
 - e. Vulgar, offensive, sexually explicit, or obscene materials

5. OTHER NOTES

- Exhibitors shall not share or sublease space to any other businesses.
- For all electrical, plumbing, and utility services; sponsor/exhibitor must directly contact Freeman Electrical. They are the exclusive electricity provider for NRG Center.
- Sponsors/ Exhibitors must directly contact SmartNetworks for internet usage. They are the exclusive telecommunications provider for NRG Center.
- Food Preparation and Service must follow guidelines and requirements of the City of Houston for licensing and permitting. Preparation and Cooking of food will follow guidelines from NRG Center. Only Vietnamese or ethnic food and beverages are allowed.
- Viet Cultural Fest reserves the right to remove any sponsor/ exhibitor from the festival.
- Payment must be received before the deadline to guarantee the booth at Viet Cultural Fest.

Thank you!