

PRESENTED BY HOUSE OF CHINA SAN DIEGO

HOUSE OF CHINA

新年好  
2026

CELEBRATE THE YEAR OF THE HORSE WITH THE  
BALBOA PARK  
**CHINESE NEW YEAR**  
FAIR

SATURDAY & SUNDAY  
FROM 11AM - 5PM **FEB 21-22, 2026**

LOCATED AT: INTERNATIONAL COTTAGES BALBOA PARK  
2191 PAN AMERICAN ROAD W, SAN DIEGO, CA 92101

LION DANCES 舞獅表演

CHINESE ETHNIC FOOD 中華民族食物

CULTURAL PERFORMANCES 文化習俗表演

CHINESE CALLIGRAPHY 書法

CRAFTS 工藝品

WE LOOK FORWARD TO CELEBRATING THE NEW YEAR WITH YOU! • [CHINESENEWYEARFAIR.COM](http://CHINESENEWYEARFAIR.COM)



# San Diego Chinese New Year Fair **SPONSORSHIP PACKET**

**February 21-22, 2026**  
**House of China, Balboa Park**

[www.ChineseNewYearFair.com](http://www.ChineseNewYearFair.com)





**ABOUT US:** The House of China (HOC) presents, promotes and works to preserve Chinese and Chinese-American culture and friendship. Founded in 1935, we are located at the International Cottages in Balboa Park, San Diego.



## SPONSORSHIP LEVELS AND BENEFITS

### JADE SPONSOR: \$1,000

- Recognition on media such as Facebook, websites, flyer, newspapers

### EMERALD SPONSOR: \$2,500

- *Everything from Jade Sponsor plus:*
  - One 10 x 10 space at festival
  - Logo on House of China website for 3 months

### DIAMOND SPONSOR: \$5,000

- *Everything from Emerald Sponsor plus:*
  - One promotional banner
  - Two verbal recognitions during multi-day event program
  - Booth Tent, tables, chairs provided at 10 x 10 space at fair

### TITLE SPONSOR: \$7,500

- *Everything from Diamond Sponsor plus:*
  - Four total promotional banners.
  - Four total verbal recognitions during event multi-day event program
  - Logo on House of China website for 6 months
  - Speaking opportunity during festival: 2 - 5 minutes
  - Promotional material displayed in House of China for 3 months
  - Booth Tent, tables, and chairs provided at 10 x 20 spaced at fair
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# San Diego Chinese New Year Fair SPONSORSHIP PACKET

## CONTACT FORM

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship Level (Please check one level)

☐ Title (\$7,500) ☐ Diamond (\$5,000) ☐ Emerald (\$2,500) ☐ Jade (\$1,000)

*Note: Early sponsorship by 11/24/25, includes logo on publicity during Balboa Park's December Nights with potential exposure to 100,000+ attendees.*

Please make checks payable to:

House of China, 12052 Rue Des Amis, San Diego, CA 92131

Contact:

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