

PRESENTED BY HOUSE OF CHINA SAN DIEGO



新年好
2027

CELEBRATE THE YEAR OF THE RAM WITH THE

BALBOA PARK

CHINESE NEW YEAR

FAIR

SATURDAY & SUNDAY
FROM 11AM – 5PM

FEB 6 – 7, 2027

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

SAN DIEGO CHINESE NEW YEAR FAIR
2027 SPONSORSHIP PACKET

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 & BENEFITS

JADE SPONSOR: \$1,000

- *Recognition across festival promotional media, including:*
 - One verbal recognition during the multi-day event program
 - Facebook and other social media
 - Website
 - Flyers
 - Newspapers and other promotional materials

EMERALD SPONSOR: \$2,500

- *Includes everything in the Jade Sponsor package, plus:*
 - One verbal recognition during the multi-day event program
 - One 10' × 10' vendor space at the fair
 - Company logo displayed on the House of China website for 3 months

DIAMOND SPONSOR: \$5,000

- *Includes everything in the Emerald Sponsor package, plus:*
 - One promotional banner displayed at the fair
 - Two verbal recognitions during the multi-day event program
 - One 10' × 10' booth space, including: Tent, Tables, & Chairs

TITLE SPONSOR: \$7,500

- *Includes everything in the Diamond Sponsor package, plus:*
 - Four promotional banners displayed at the fair
 - Four verbal recognitions during the multi-day event program
 - Company logo displayed on the House of China website for 6 months
 - Speaking opportunity during the fair: 2-5 minutes
 - Promotional materials displayed at the House of China for 3 months
 - One 10' × 20' booth space, including: Tent, Tables, & Chairs

The Title Sponsor will receive the highest level of visibility and recognition throughout the festival, including enhanced on-site branding, stage recognition, website exposure, promotional material placement, and an opportunity to address festival attendees.



SAN DIEGO CHINESE NEW YEAR FAIR 2027 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 11/23/26 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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