



VIET CULTURAL FEST 2024

Food | Cultural Games
Fun Activities | Contests

NRG CENTER, HALL E

1 NRG PARK, HOUSTON, TX 77054

10 AM - 7 PM

SATURDAY, SEPTEMBER 14, 2024



VIETCULTURALFEST.ORG

VCF PRESENTED BY VIETNAMESE CULTURE & SCIENCE ASSOCIATION

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

- One prominent booth (size 10x30) in prime location with heavy foot traffic
- 20 Exhibitor Passes, 50 General Admission Tickets and 15 Parking Passes
- Plaque of Appreciation as Title Sponsor of Viet Cultural Fest 2024 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, 25 General Admission Tickets and 10 Parking Passes
- Plaque of Appreciation as Diamond Sponsor of Viet Cultural Fest 2024
- 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: \$7,500

- One Booth (Size 10x20)
- 6 Exhibitor Passes, 15 General Admission Tickets and 7 Parking Passes
- Plaque of Appreciation as Gold Sponsor of Viet Cultural Fest 2024
- Acknowledgement in Announcements on Local Television and Radio, Event Website, & Mention in all Social Media Campaigns
- Logo to be included on all printed material including banners, flyers, and programs

Silver Level: \$5,000

- One Booth (Size 10x10)
- 4 Exhibitor Passes, 10 General Admission and 4 Parking Passes
- Plaque of Appreciation as Silver Sponsor of Viet Cultural Fest 2024
- Acknowledgement in Announcements on Local Television and Radio;
Acknowledgement on Event Website
-Logo to be included on all printed material including banners, flyers, and programs

Bronze Level: \$2,500

- One Booth (Size 10x10)
- 2 Exhibitor Passes, 5 General Admission Tickets and 2 Parking Passes
- Plaque of Appreciation as Bronze Sponsor of Viet Cultural Fest 2024
- Acknowledgment in Announcements on Local Television and Radio;
Acknowledgement on Event Website



Standard Booth: \$1,000

- One Booth (Size 10x10)
- 2 Exhibitor Passes, 2 General Admission Tickets and 2 Parking Passes

Premier Food Booth: \$2,500

- One Standard 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 and 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 - Non-profit Organization:

- **\$750:** One Standard Booth (Size 10 x 10)
- 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 2024 and mail it to:

**VCSA
6588 Corporate Dr #368, Houston, TX 77036**

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 20, 2024**



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 | _____ Resale permit |
| _____ Exhibitor Description | _____ Payment Terms and Conditions |
| _____ Certificate of Insurance | _____ Telecomm. with SmartCity Networks |
| _____ Food service license | _____ Agree To Exhibitor Guidelines |
| _____ Health permit | |

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, 2024 to guarantee sponsorship or exhibitor booth space at Viet Cultural Fest.**



EXHIBITOR GUIDELINES

1. EVENT DATE, TIME, AND LOCATION

- **Date:** Saturday, September 14, 2024
- **Show Time:** 10:00 am - 7:00 pm
- **Location:** NRG Center - Hall E

2. EXHIBITOR MOVE IN AND MOVE OUT TIMES


- **Move In:** Friday, September 13, 2024 from 10 am - 8 pm
- **Move Out:** Saturday, September 14, 2024 from 7 pm - 11 pm

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.
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- 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!