

6TH ANNUAL

# FRISCO LUNAR NEW YEAR *Market Festival* 2026 SPONSORSHIP PACKAGES

SATURDAY, FEBRUARY 7, 2026  
3:00-8:00 PM  
SIMPSON PLAZA  
6101 FRISCO SQUARE BLVD, FRISCO, TX 75034



PRESENTED BY:

**BANK OF AMERICA**



*Benefitting*



QUESTIONS OR IDEAS?  
[LUNARNEWYEARFRISCO@GMAIL.COM](mailto:LUNARNEWYEARFRISCO@GMAIL.COM)



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# FRISCO LUNAR NEW YEAR *Market Festival*

**FAMILY-FRIENDLY EVENT FEATURING:**

**LION DANCES  
LOCAL FOOD VENDORS  
FASHION SHOW  
MUSICAL PERFORMANCES  
RED ENVELOPES  
AND MUCH MORE!**

## **WHY SPONSOR?**

- **FRISCO'S ONLY LOCAL EVENT CELEBRATING ASIAN LUNAR NEW YEAR**
- **2025 ATTENDANCE: OVER 5,000 PEOPLE**
- **CELEBRATING ASIAN CULTURE AND INCLUSIVENESS. EVERYONE IS WELCOME!**



**100% OF PROFITS FROM THIS  
EVENT ARE DONATED TO THE  
FRISCO EDUCATION  
FOUNDATION**

**LAST YEAR, WE RAISED  
\$30,000**



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## PREMIUM SPONSORSHIPS

RESERVED

### PRESENTING SPONSOR

**\$10,000**

(INCL. TWO, 5-MINUTE ON STAGE  
SPEAKING OPPORTUNITIES)

### YEAR OF THE HORSE PREMIUM SPONSOR

**\$8,000**

INCL. ONE 5-MINUTE ON STAGE SPEAKING OPPORTUNITY

### LION DANCE PREMIUM SPONSOR

**\$5,000**

INCL. ONE 2-MIN ON STAGE SPEAKING OPP BEFORE THE LION DANCE  
PERFORMANCE

### ALL PREMIUM SPONSORS RECEIVE:

PREMIUM LOCATION FOR VENDOR BOOTH

LOGO ON MARKETING & SIGNAGE

INDIVIDUALIZED SOCIAL MEDIA POST

STAGE SHOUT-OUTS THROUGHOUT EVENT

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## SPONSORSHIPS



### RED ENVELOPE SPONSOR

**\$2,500 (2 RESERVED, 3 AVAILABLE)**

VENDOR BOOTH, LOGO ON MARKETING & SIGNAGE  
STAGE SHOUT-OUTS THROUGHOUT EVENT

### FOOD VILLAGE SPONSOR

**\$1,500 (1 RESERVED, 7 AVAILABLE)**

VENDOR BOOTH + LOGO ON MARKETING & SIGNAGE  
INCL. IN SOCIAL MEDIA POSTS ABOUT FOOD VILLAGE

### GOOD FORTUNE SPONSORS

**\$500**

VENDOR BOOTH + LOGO ON MARKETING & SIGNAGE

**VENDOR BOOTH /  
FOOD TRUCK SPOT  
RESERVATION ONLY  
\$250**



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**READY TO BE A SPONSOR?**

**SPONSORSHIP &  
VENDOR INTEREST FORM**

**Custom Sponsor Packages Available, just ask!**



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