

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



Benefiting



Investing in the future

QUESTIONS OR IDEAS?
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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