



TẾT IN BOSTON

Year of the Goat | Năm Đinh Mùi

SPONSORSHIP PROPOSAL

JANUARY 10TH, 2027

Thomas M. Menino Convention & Exhibition Center



PREVIEW

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Tết in Boston is one of New England's largest Vietnamese cultural celebrations:

- Filled with live entertainment, cultural programming, food, games, and more
- Founded in 1989, the festival is organized by the Vietnamese American Community of Massachusetts and New England Intercollegiate Vietnamese Student Association

WHY PARTNER WITH TẾT IN BOSTON?

ENGAGED COMMUNITY



Connect with thousands across the Vietnamese and AAPI community in New England

RAPID GROWTH



Expanded into MCEC to accommodate significant growth and demand

ECONOMIC IMPACT



Vendors reported strong sales (greater than \$8K), with many selling out during the event

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HOST PROFILES



ABOUT VIETNAMESE-AMERICAN COMMUNITY OF MASSACHUSETTS

A statewide coalition representing Vietnamese-American organizations across Massachusetts focused on cultural preservation, community engagement, and advocacy.



ABOUT NEW ENGLAND INTERCOLLEGIATE VIETNAMESE STUDENT ASSOCIATION

A regional 501(c)(3) nonprofit organization developing student and young professional leaders through cultural engagement, community service, and professional networking throughout New England.

COMMUNITY REACH & IMPACT

Generations

Families, students, young professionals, and multigenerational Vietnamese-American community members.

Regional Audience

Attendees and supporters from across Massachusetts and the greater New England region.

Cultural Connection

Celebrating Vietnamese heritage through traditions, entertainment, cuisine, and cultural experiences.

Community Engagement

Connecting local businesses, organizations, community leaders, and emerging youth leaders.

Youth Leadership

Engaging 200+ student and young professional volunteers through event planning, leadership development, and community service.

Educational Programming & Scholarship Support

Supporting educational initiatives, cultural programming, and 45+ Dream Scholarship recipients.

TO OUR PROSPECTIVE SUPPORTERS

Dear Prospective Sponsors,

“Whenever the cold winds of the New England winter sweep in, a longing stirs in the hearts of those living far from home—a longing for the sound of firecrackers on New Year's Eve, the aroma of green sticky rice cakes, and the warmth of family love during Tết.” – Vinnie Than, VACM President

On behalf of Tết in Boston, we warmly invite you to become a valued sponsor and patron of one of New England's largest Vietnamese cultural festivals celebrating Tết Nguyên Đán (Spring Festival). Founded in 1989 and organized by the Vietnamese American Community of Massachusetts (VACM) and the New England Intercollegiate Vietnamese Student Association (NEIVSA), **Tết in Boston** is an annual celebration that brings together thousands of attendees through live entertainment, cultural programming, traditional and fusion cuisine, games, and community engagement.

What first began as a way for international students studying in Massachusetts to celebrate the traditions of their homeland has since evolved into a longstanding tradition embraced by both Vietnamese and non-Vietnamese communities alike.

As our festival continues to grow year after year, as does its impact and reach. The Vietnamese-American population in Massachusetts now exceeds an estimated 60,000 residents, many of whom reside throughout Boston, Quincy, Randolph, Lowell, and Worcester. Tết in Boston attracts attendees not only from Massachusetts, but also neighboring states including Rhode Island, Connecticut, New Hampshire, and even travelers from New York.

This year marks our second year at the **Thomas M. Menino Convention & Exhibition Center**, a much larger venue that allows us to welcome more attendees, elevate our programming, and create a more immersive cultural experience for the community. With this growth comes increased operational costs and a greater need for community investment. Your support plays a vital role in ensuring that Tết in Boston remains accessible, impactful, and sustainable for future generations.

Sponsorship support directly contributes to:

- **Expanding** and enriching cultural programming and performances
- **Supporting** youth leadership and volunteer development initiatives
- **Increasing** festival accessibility for families and community members
- **Strengthening** Vietnamese cultural preservation and representation in New England
- **Building** a larger, more inclusive celebration that welcomes attendees of all backgrounds

Sponsoring Tết in Boston also provides businesses and organizations with a unique opportunity to strengthen brand visibility and community engagement. Today's consumers increasingly value companies that invest in local communities and cultural initiatives, and sponsorship of our festival demonstrates your commitment to diversity, cultural enrichment, and positive social impact.

In return for your sponsorship, we are committed to maximizing sponsor visibility and recognition through comprehensive publicity and community outreach efforts, including:

- Social media campaigns and digital marketing
- Press releases and outreach to local and Vietnamese media outlets
- On-site branded materials and sponsor recognition
- Event signage, printed materials, apparel, promotional materials
- Public relations and direct engagement with attendees

TO OUR PROSPECTIVE SUPPORTERS

(Continued)

Additionally, contributions may qualify as tax-deductible donations through our affiliated 501(c)(3) nonprofit organizations, VACM and/or NEIVSA.

Sponsorship of Tết in Boston offers your organization a unique opportunity to gain meaningful exposure within one of Massachusetts' fastest-growing and most dynamic Asian-American communities. Your support is crucial to the success of the festival as well as a plethora of educational, cultural, and community programs that depend on the funds raised from this event.

With that being said, we hope you have a New Year filled with good health, peace, prosperity, and good fortune!

Sincerely,

Tết in Boston Organizing Committee

Vietnamese American Community of Massachusetts (VACM)

New England Intercollegiate Vietnamese Student Association (NEIVSA)

GỬI TỚI CÁC NHÀ TÀI TRỢ TIỀM NĂNG

Kính gửi Quý Nhà tài trợ,

Mỗi khi những cơn gió lạnh của mùa đông New England ủa về, trong lòng những người con xa xứ lại nôn nao một nỗi nhớ—nhớ tiếng pháo giao thừa, nhớ mùi bánh chưng xanh, và nhớ cái ấm áp của tình gia đình ngày Tết. – Vinnie Than, VACM Chủ tịch

Chính từ nỗi niềm đau đáu của những người học trò xa quê vào năm 1989, muốn tìm lại chút hương vị quê hương nơi đất khách, mà **Tết in Boston** đã ra đời. Trải qua gần 40 năm, được nâng niu bởi Cộng đồng Người Việt Quốc Gia tại Massachusetts (VACM) và Tổng hội Sinh viên Việt Nam vùng New England (NEIVSA), một đóm lửa nhỏ năm nào giờ đã trở thành một lễ hội văn hóa thiêng liêng, nơi gửi gắm tâm hồn của hàng ngàn đồng bào mỗi độ xuân về.

Tết in Boston hôm nay không còn là của riêng ai. Đó là điểm hẹn tình thân của hơn 60,000 người Việt tại Boston, Quincy, Randolph, Lowell, Worcester, và là nơi tụ hội của bà con từ khắp các tiểu bang lân cận như Rhode Island, Connecticut, New Hampshire, thậm chí từ New York xa xôi.

Năm nay, để có thể dang rộng vòng tay đón tiếp nhiều thế hệ đồng bào hơn, để các cụ già có chỗ ngồi ấm áp, để trẻ thơ có không gian vui chơi, chúng tôi tiếp tục tổ chức lễ hội tại **Thomas M. Menino Convention & Exhibition Center**. Không gian rộng lớn hơn đồng nghĩa với gánh nặng chi phí vận hành lại càng đè nặng lên vai ban tổ chức—những người làm việc hoàn toàn bằng tinh thần tự nguyện và tình yêu vô điều kiện với văn hóa cội nguồn.

Chúng tôi hiểu rằng, để giữ được nếp nhà, giữ được tiếng Việt và phong tục ngày Tết cho con cháu trên đất Mỹ, chúng tôi không thể làm một mình. Sự chung tay, tiếp sức của Quý vị lúc này chính là nguồn nhựa sống, là điểm tựa vững chắc nhất để ngọn đèn Tết in Boston được mãi chiếu sáng.

GỬI TỚI CÁC NHÀ TÀI TRỢ TIỀM NĂNG

(Tiếp tục)

Mỗi sự đóng góp, chia sẻ của Quý vị sẽ trực tiếp giúp chúng tôi:

- **Giữ gìn cội nguồn:** Nuôi dưỡng tiếng nói, bản sắc và lòng tự hào dân tộc cho các thế hệ con em sinh ra và lớn lên tại hải ngoại.
- **Thắp sáng tài năng trẻ:** Tiếp sức cho các em học sinh, sinh viên tình nguyện có cơ hội học cách gánh vác và phục vụ cộng đồng.
- **Sưởi ấm tình cộng đồng:** Giúp ngày Tết quê hương luôn rộng mở và trọn vẹn cho mọi gia đình, không một ai bị bỏ lại phía sau.
- **Giới thiệu, lan tỏa nét đẹp văn hóa ta:** Mang nét đẹp hiền hòa, hiếu khách của văn hóa Việt tỏa sáng và hòa đồng vào sự đa dạng của các cộng đồng bạn bè bản xứ.

Để tri ân tấm lòng vàng của Quý vị, bằng tất cả sự trân trọng, chúng tôi xin được quảng bá rộng rãi sự đồng hành của quý doanh nghiệp qua các hoạt động của chương trình:

- Trân trọng giới thiệu hình ảnh doanh nghiệp/tổ chức trên các trang truyền thông và mạng xã hội.
- Gửi lời cảm ơn sâu sắc thông qua các cơ quan báo chí bản xứ và các phương tiện truyền thông Việt ngữ.
- Thiết kế và treo băng rôn, bảng tri ân tại các khu vực trung tâm của hội trường.
- In ấn logo, hình ảnh thương hiệu trên các ấn phẩm quảng cáo, tài liệu và quà tặng kỷ niệm của lễ hội.
- Đặc biệt là cơ hội để doanh nghiệp kết nối, gặp gỡ trực tiếp và tạo dựng niềm tin yêu trong lòng hàng ngàn đồng bào tham dự.

Vì các tổ chức đứng ra thực hiện, VACM và NEIVSA, đều là các tổ chức phi lợi nhuận hợp pháp (501(c)(3)), các khoản đóng góp của Quý vị sẽ được khấu trừ thuế theo quy định.

Sự đồng hành của Quý vị không chỉ dừng lại ở hai ngày Tết, mà chính là tấm lòng nghĩa hiệp nuôi dưỡng cho các chương trình giáo dục, văn hóa ý nghĩa suốt cả năm dài.

Giữa cuộc sống hối hả nơi xứ người, sự đồng cảm và chung tay của Quý vị chính là món quà mùa xuân ý nghĩa nhất dành cho cộng đồng. Chúng tôi xin cúi đầu cảm ơn tấm lòng của Quý vị.

Kính chúc Quý vị và gia quyến một năm mới tràn đầy Sức khỏe, An khang, Thịnh vượng và Vạn sự cát tường!

Trân trọng cảm mến,

Ban Điều Hành Tết in Boston

Cộng đồng Người Việt Quốc Gia tại Massachusetts (VACM)

Tổng hội Sinh viên Việt Nam vùng New England (NEIVSA)

DEMOGRAPHICS & STATISTICS

We invite you to become patrons of the festivities, to reach out to the vibrant and growing Vietnamese American community, and to emerge as a distinguished sponsor of the event. In Massachusetts alone, there are 53,700 Vietnamese who live primarily in Boston (Dorchester), Quincy, Randolph, Lowell, and Worcester.

Additionally, the Vietnamese population of Boston has been fairly constant since 2000 with an annual growth rate of 6%. The festival attracts festival-goers from all over the state as well as neighboring communities Rhode Island, Connecticut, and New Hampshire.



SPONSORSHIP BENEFITS

The success of our event depends on the generosity of our sponsors. In return, we are committed to providing our sponsors with maximum benefits for your support.

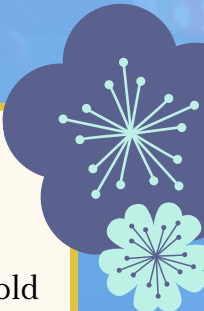
These benefits include:

- Tax-deductible donations to a 501(c)(3) non-profit organization (VACM or NEIVSA).
- Comprehensive publicity efforts surrounding the event, drafting and distributing press releases, inviting local and Vietnamese news stations, newspapers, radio stations, social media and online marketing.
- Branded materials support and awareness such as banners, social media posts, flyers, tshirts, etc.
- Positive public outreach and response to business.
- Recognition as a leader in the community and an agent for positive change.



RECENT SNAPSHOTS

- Attracted 8,000+ visitors in New England
- Raised \$80K for scholarship and operational costs
- Joined by 140 local vendors & sponsors
- 2000+ volunteer hours ages 17-60 years old
- Involved 60+ community organizations



SPONSOR PACKAGES

Our sponsorship packages offer a range of opportunities to support Tết in Boston while connecting your organization with our growing community.

All required materials must be submitted by **December 1, 2026**.

Sponsorship Benefits	Presenting Sponsor (1) \$25,000	Platinum (3) \$15,000	Diamond (4) \$10,000	Gold (20) \$5,000	Silver (20) \$2,000
Recognition as Title Sponsor	✓ ("Tết in Boston Presented By...")				
Recognition on Festival Map	✓ ("Festival Map Presented by...")				
Recognition on Livestream	✓ ("Livestream Presented by...")				
Recognition on Attendee Wristbands	✓ ("Tết in Boston Presented By...")				
Signage incorporated onto Main Stage	✓				
Logo placement in Li Xi Giveaway materials	✓				
Signage incorporated into Welcome Gate	✓	✓			
Recognition in press coverage, media outreach, and official festival announcements	✓	✓			
Recognition by MC during the Opening Ceremony	✓	✓			
Logos on official Festival poster	✓ (Large)	✓ (Small)			
Speech during the opening ceremony (2 min)	✓	✓	✓		
Logos on official Festival t-shirts	✓ (Large)	✓ (Medium)	✓ (Small)		
VIP Priority Entertainment Seating	10 Reserved Seating	5 Reserved Seating	1 Reserved Seating		
Recurring MC recognition during Entertainment Program	✓ (4 times)	✓ (3 times)	✓ (2 times)	✓ (1 time)	
Exhibitor booth space (standard 10'x10')	Up to 4 booths (premium location)	Up to 2 booths (premium location)	1 booth included	1 booth included	50% booth discount*
Social Media Recognition	Dedicated sponsor spotlight + story feature	Dedicated sponsor spotlight + story feature	Dedicated sponsor spotlight + story feature	Included in sponsor appreciation posts	Included in sponsor appreciation posts
Logo incorporated onto Side of Stage	✓ (Largest)	✓ (Large)	✓ (Medium)	✓ (Small)	✓ (Smallest)
Signage throughout the festival (Horizontal 2'x6')	4 banners (2 horizontal, 2 vertical)	2 banners	1 banner	1 banner	1 banner
Ad in the digital program booklet	2 Full Pages	1 Full Page	1 Half Page	1 Quarter Page	1 Business Card
VIP Priority Event Tickets	50 digital tickets	25 digital tickets	15 digital tickets	8 digital tickets	4 digital tickets
Recognition on website and social media	Web banner	Web banner	Logo only	Logo only	Name only

***Sponsor booth discounts apply to the \$400 commercial vendor rate. Food vendors are responsible for the additional balance required to meet the \$500 food vendor rate.**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to our standard sponsorship tiers, organizations can choose to support specific festival programs, experiences, and initiatives through the opportunities below. Each opportunity includes recognition for your support.

All required materials must be submitted by **December 1, 2026**.

	Suggested Support	Sponsor Recognition	Supports
PREMIUM ACTIVATIONS	High-visibility festival experiences with limited availability; availability dependent on sponsorship tier		Major festival programs and experiences
Volunteer Program Sponsor	\$3k to \$7k	Recognition as sponsor of the volunteer program, logo featured in volunteer operations areas, featured in behind-the-scene media leading up to event	Supports volunteer experience, meals, supplies, shirts, and volunteer operations
Headliner Singer Sponsorship	\$5k	Recognition by MC during introduction, online social media post	Entertainment costs including logistics and staff for traveling singer(s)
FESTIVAL ACTIVATIONS	High-visibility branded items throughout event		Festival-wide guest experiences
Dining Area	\$1.5k to \$3k	Logo placement throughout official dining area, branding on table signage and paper placemats, repeated visibility in one of the highest-traffic spaces	Festival dining and guest seating areas/experience
Tote Bags	\$1.5k to \$3k	Logo placement on official event tote bag, with post-event visibility, alongside Presenting and Platinum Sponsors	Funds the design and development of reusable festival tote bags
ENGAGEMENT ACTIVATIONS	Targeted recognition associated with sponsored activities		Guest engagement, prizes, and activities
Raffle Prize Sponsorship	\$500 to \$3k+	Recognition by MC during raffle announcements, logo placement associated with sponsored raffle prizes on published media, please note logo is not featured on the raffle tickets	Festival giveaway prizes
Game Prizes	\$500 to \$1k	Logo placement at ticket booth & prize collection	Funds the game supplies and prizes

VENDOR BOOTH OPPORTUNITIES

	FOOD VENDOR	COMMERCIAL/ RETAIL	COMMUNITY/ NON-PROFIT
Booth Fee	\$500	\$400	\$200
Deposit during Application	\$200	\$200	\$200 or invoice
Booth Size	10' x 10'	10' x 10'	10' x 10'
Tables	1 table included	1 table included	1 table included
Chairs	2 chairs included	2 chairs included	2 chairs included
Electricity	Not included	Not included	Not included
Food Safety Manager Certificate (ServSafe)	Must submit with application		
ANSI Approved Allergen Awareness Certificate	Must submit with application		
Temporary Food Establishment	Cost included in Fee		
Supporting Documents			Requires 501(c)

Booth Add-Ons:

- Electricity Circuit (2000W) – \$50
- Additional Chair – \$5
- Additional Table – \$25

Please note: All necessary items (which includes completed Sponsor & Vendor Application, signed contract, and full payment) must be submitted in full by **December 01, 2026**.

Health Permits: All vendors selling or distributing food are required to have a **Food Safety Manager Certificate (ServSafe)** and **ANSI Approved Allergen Awareness Certificate**. Each booth reservation that includes sales of any type of food includes the cost of one Temporary Food Establishment permit which complies with certain requirements in 105 CMR 590 (the Retail Food Code).

Games & Activities: Free games are welcome with prior approval. Vendors wishing to charge for games must opt into the Tết in Boston ticketing system; cash or direct payment from participants is not permitted. All games are subject to event approval and applicable guidelines.

ADVERTISEMENT OPPORTUNITIES

Advertisement Options:

- Festival Banner (2' x 6') – \$500 (includes design)
- Existing Banner Placement (2' x 6') – \$400

Digital Program Advertisement (W x H):

- Full Page (7.5" x 10") – \$425
- Half Page (7.5" x 4.75") – \$325
- Half Page (3.75" x 10") – \$325
- Quarter Page (3.75" x 4.75") – \$250
- Business Card (3.5" x 2") – \$175

In-Kind Donations: Please contact tetinboston@gmail.com

CONTACT US

If you have any questions, comments, or concerns, please do not hesitate to contact the Tết in Boston team at the contact information below:

- Khang Nguyen: +1 (781) 707-6397 (text or call)
- Sponsorship Team: +1 (267) 838-9624 (text or call)

Email: tetinboston@gmail.com

Website: tetsboston.org

Mail-In Application:

Tết in Boston
PO Box 220072
Boston, MA 02122

Online Application:

[website]