

# 2016 Taiwanese Cultural Festival

May 14<sup>th</sup>, 2016 @ Union Square San Francisco





Over 23 years of building awareness, community, leadership and the future of Taiwanese and Taiwanese Americans in the Bay Area.

# The Taiwanese American Cultural Festival

An all-day, free and family-friendly festival featuring Taiwanese culture, food, entertainment, activities and more.



**10,000+**  
estimated attendees



**9,000+**  
followers on social media



**200+** volunteers



Prominent Union Square,  
SF location



**23**  
Years Running

**20+**  
media outlet exposures

**\$4,000+**  
in scholarships awarded

# Who are Taiwanese Americans?



250,000+ Taiwanese Americans living in the US.  
(Nearly 40% in California)



73% Completed college



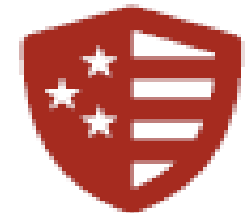
66% are white collar professionals



\$78,000 median household income



66% are household owners



67% of Taiwanese immigrants become naturalized US citizens

# Who Are We?

Festival organizers, supporters and volunteers come from over twenty Taiwanese-affiliated non-profits and groups with a collective 15,000+ members.



- East Bay Taiwanese Association
- Formosan Association for Public Affairs of Northern California
- Formosan Association for Public Affairs—Young Professionals Group
- Intercollegiate Taiwanese American Students Association
- Mid-Peninsula Taiwanese Association
- North America Taiwanese Engineering & Science Association
- North America Taiwanese Women's Association N. Cal. Chapter
- North American Taiwanese Medical Association
- San Francisco Taiwanese Association

- Senior Taiwanese Association of Northern California
- Silicon Valley Taiwanese American Association
- South East Bay Taiwanese Association
- Taiwanese & Chinese American Athletic Tournament
- Taiwanese Alliance for Interculture
- Taiwanese American Center of Northern California
- Taiwanese American Citizens League—Leading Youth Forward
- Taiwanese Hakka Association of Northern California
- TaiwaneseAmerican.org

*Glove  
Puppetry*



*Diabolo*



*Fortune Sticks*



*Taiwanese  
Arts and Crafts*



*Temple Ceremony*



Festival highlights:  
**Building Culture & Community**

From hands-on activities to interactive exhibits, the festival brings together all generations and ethnicities to promote awareness, unity and cultural pride.



# Past Sponsors





# Become a Sponsor

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Company / Organization

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Contact Person

Title

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Address

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Telephone

Fax

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Email

Please complete and email this sheet to:

[Eric.Yang@tap-sf.org](mailto:Eric.Yang@tap-sf.org)

Please mail checks to:

**TAP-SF c/o Eric Yang**

**300 Berry St., Apt 1308**

**San Francisco, CA 94158**

Checks can be made payable to:

**TACL (memo: cultural festival)**

**I would like to support the 2016 Taiwanese American Cultural Festival as a(n):**

**Title Sponsor**

- \$10,000** – Naming Rights (Stage Signage) + Full Page Ad +  
Dedicated Social Media + Booth Branding + Event Acknowledgment

**Grand Patron**

- \$5,000** – Logo on cover + Full Page Ad + Dedicated Social Media +  
Booth Branding + Event Acknowledgment

**Patron**

- \$2,500** – Logo on cover + Full Page Ad + Dedicated Social Media +  
Booth Branding + Event Acknowledgment

**Partner**

- \$1,200** – Premier Page (inside cover) + Social Media + Booth Branding  
 **\$1,500** – Premier Page (back cover) + Social Media + Booth Branding

**Friend**

- \$500** – Half Page  
 **\$900** – Full Page + Social

**Advertising Sponsor**

- \$150** – Business Card  
 **\$300** – Quarter Page

**In Kind (description & value)** \_\_\_\_\_

**Other** \_\_\_\_\_

# Learn More

## **Eric Yang**

Festival Sponsorships

614-668-6434

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Taiwanese American Cultural Festival

<http://tafestival.org/>

Taiwanese American Professionals - San Francisco

A branch of registered 501(c)(3) non-profit Taiwanese American Citizens League

<http://tap-sf.org/>

Taiwanese American Federation of Northern California

A registered 501(c)(3) non-profit