

ASIAFEST '13

10th Annual Plano Asian American Heritage
Festival

11:00-5:00 pm Saturday May 4th 2013

Hosted by

Celebrating Asian American Heritage Foundation (CAAHF)



www.AsianAmericanHeritage.org

Plano AsiaFest '11

8th Annual Asian American Heritage Festival



Saturday, May 7, 2011
11:00 am - 5:00 pm

Haggard Park in Downtown Plano
 901 E. 15th Street
 Free Parking in City Lots
FREE Admission

LION DANCES • MARTIAL ARTS • FASHION SHOW
ETHNIC PERFORMANCES • CULTURAL BOOTHS
ASIAN FOOD, FUN AND MUSIC FOR THE ENTIRE FAMILY

Underwritten By Diamond Sponsors Platinum Sponsor

Gold Sponsors

Silver Sponsors

Celebrating the Year of the Dragon
Plano AsiaFest 2012
 9th Annual Asian American Heritage Festival



Saturday, May 5
 10:30 am - 5:00 pm

Haggard Park in Downtown Plano
 901 E. 15th Street
FREE ADMISSION

DRAGON/LION DANCES • MARTIAL ARTS • FASHION SHOW
ETHNIC PERFORMANCES • CULTURAL BOOTHS
ASIAN FOOD, FUN AND MUSIC FOR THE ENTIRE FAMILY

PLATINUM SPONSORS

GOLD SPONSOR

SILVER SPONSORS

AsianAmericanHeritage.org / 214-556-9852

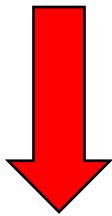
UNDERWRITTEN BY THE CITY OF PLANO

Organization Summary

- **ASIAFEST '13, the 10th Annual Plano Asian Heritage Festival, is organized by the Celebrating Asian American Heritage Foundation (CAAHF)**
- **CAAHF is a non-profit 501(c)(3) organization**
- **CAAHF and ASIAFEST staffing are comprised of all non-paid volunteers from North Texas communities**
- **Formed February 18th, 2005**
- **CAAHF Website:**
<http://www.AsianAmericanHeritage.org>

The Objectives of CAAHF

- To create opportunities for the inwardly-looking groups of first immigrants to open up and integrate
- To give the second generation Asian Americans an occasion to participate in and exhibit their dual heritage
- To set a stage for the diverse communities of Plano to come together and interact at various levels
- To reflect the desire of the Asian community to contribute to and to enrich their cultural life of their community



showcase and efforts

Plano Asian American Heritage Festival

Demographics

- **16.5% of Plano population is of Asian descent**
 - **US Census Bureau 2005 Survey**
- **19% of the PISD student body is of Asian descent**
- **Asian community comprises the largest ethnic minority group in Plano**
- **Asian is the fastest growing ethnic group in Plano and Collin County**
- **ASIAFEST provides an excellent opportunity for local businesses to reach out to this fast growing community**



ASIAFEST (2004~)

Plano Asian American Heritage Festival History

- 2013 will be 10th year in existence
- Positive media coverage
- Attendance increased each year
- '12 attendance 10,000
- Experienced Board

- Underwritten by the City of Plano
- In Attendance (2012): Plano Mayor Phil Dyer and Council Members Lee Dunlap, Andre Davidson, and Pat Miner
- Supported by the local business community



ASIAFEST '13 Promotes Cross-Cultural ...

- Harmony
- Respect
- Appreciation
- Understanding
- Enrichment
- Community Education



Support Of Community Organizations

- **Each year, ASIAFEST works with a local community organization to do an activity or help increase awareness at the Festival**
- **In 2011, ASIAFEST and the Japan-America Society of Dallas/Fort-Worth collaborated to raise money for the Sendai Japan earthquake and tsunami disaster relief fund**
- **Last year, ASIAFEST helped raise awareness of CHETNA. CHETNA provides services and education for the prevention of domestic violence in South Asian communities around the DFW Metroplex.**

PLANO ASIAFEST 2012

- 10,000 Attendance
- 63+ Booths
- 30 Performances
- 6 Food Vendors



Performances



Martial Arts



Children's Activities



Educational Activities



Community Partnerships



Food Booths



Community Booths



PLANO ASIAFEST 2011

- 10,000 Attendance
- 72+ Booths
- 34 Performances
- 9 Food Vendors



ASIAFEST '10



ASIAFEST '09



ASIAFEST '08



ASIAFEST '07



ASIAFEST '06



Festival 2005 & 2004



ASIAFEST '13 Sponsorship Opportunities

- The Underwriter is ASIAFEST's largest sponsor, which has typically been the City of Plano
- Diamond, Sapphire, Platinum, Gold, and Silver Levels



Sponsorship Levels

- **Diamond Sponsorship \$8,000**
- **Sapphire Sponsorship \$5,000**
- **Platinum Sponsorship \$2,000**
- **Gold Sponsorship \$1,000**
- **Silver Sponsorship \$500**

Thank You



**ASIAFEST provides excellent opportunities for businesses
to network with the Asian community and beyond**

ASIAFEST '13 is expected to be even better!!!

