

CELEBRATING ASIAN AMERICAN HERITAGE FOUNDATION

Dear Sir or Madam:

ASIAFEST '17 is around the corner and we are preparing for this year's fundraising drive. We are grateful for community and business leaders such as yourselves who have supported this event for the past ten years.

For ASIAFEST '17, the Fourteen Annual Plano Asian American Heritage Festival, we are again appealing to North Texas businesses for sponsorship.

ASIAFEST offers a unique opportunity for companies to appeal to the growing number of Asians in Plano and the surrounding cities.

We hope you review the enclosed information packet and decide to sponsor this worthwhile event. The Festival is Saturday May 6th, 2017 at Haggard Park in downtown Plano.

Sponsorship levels are Silver (\$500), Gold (\$1,000), Platinum (\$2,000), Sapphire (\$5,000) and Diamond (\$8,000). Benefits for each level are detailed in the accompanying Sponsorship Application. ASIAFEST '17 is supported by the City of Plano, the Plano City Council, and the Plano Cultural Affairs Commission.

Please visit our website, <http://AsianAmericanHeritage.org>, for photographs from previous ASIAFESTs.

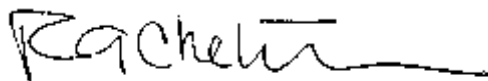
Best Regards,



Feroz K. Alpaiwalla
ASIAFEST'17 Chairperson



Jian Li
Sponsorship Committee



Rachel H Tran
Sponsorship Committee

