

# 2017 Chinatown Adelaide Lunar New Year Street Party

Saturday, 4<sup>th</sup> February 2017

## Sponsorship Packages & Information

Event Organiser



Chinatown Adelaide SA Inc.  
chinatownadelaide.org

Patron

His Excellency the Honourable  
Hieu Van Le AC  
Governor of South Australia



Major Sponsor



Gold Sponsor



Silver Sponsor



Global  
Dance &  
Stage SA



# History & Mission of Chinatown Adelaide of SA Inc. Projects, Programmes and Activities of Chinatown Adelaide of SA Inc.

## History & Mission of Chinatown Adelaide of SA Inc.

- ▶ Chinatown Adelaide of SA Inc. (CASA) is a non-profit organization incorporated at the end of 2003.
- ▶ It is formed by the traders, property owners of Chinatown precinct and other stakeholders in Adelaide City with the primary objective of promoting recreational, cultural, social and economic activities in Chinatown to the broader community of South Australia and beyond.

## Projects, Programmes and Activities of Chinatown Adelaide of SA Inc.

- ▶ Since its inception, the Association has held and participated in major events sponsored by State Government of South Australia, Adelaide City Council, financial institutions and other major corporations and individuals, which have been attended by local, state and foreign dignitaries, leaders and members of business and other communities. The major event we organized every year since 2004 is the Lunar New Year Street Party in Chinatown, which has since become an iconic event in Adelaide. 2017, the Year of the Rooster, will mark the 14th Lunar New Year Street Party, which we hope to be among the best we have organized.



# Purpose

## To celebrate 2017 Lunar New Year with a Gala Dinner and Street Party

- The Street Party on Moonta Street (Chinatown) and Gouger Street will be filled with stalls, exhibitions, and entertainments from various cultural groups, showcasing Asian cultures and traditions of arts, crafts and foods. Judging from previous year attendances, thousands of people are expected to attend the Street Party again.
- Highlights of the street party event will be the Lion Dance and performances from our talented multicultural singers, dancers and musicians from South Australia.
- The Lunar New Year Gala Dinner, which will be held separately from the Street Party, will promote and celebrate food and culture which represents a few thousand years of Chinese history and heritage.

Event Organiser



Chinatown Adelaide SA Inc.  
chinatownadelaide.org



Photo courtesy of [unreadable]



Chinatown Adelaide SA Inc.  
chinatownadelaide.org

# 2017 Chinatown Adelaide Lunar New Year Street Party

Moonta St (Chinatown) and part of Gouger St are closed off for the Lunar New Year Party

- Location: Moonta and Gouger Street, Adelaide SA
- Date: Saturday, 4th February 2017
- Official Function: 12.00 noon to 2.00 pm
- Stalls Trading Time: 11.00 am to 10.00 pm
- Stage Show: Start from 12.00 noon  
Evening performances start at 7.00pm



For further enquiries on:	Contact:	Mobile No:
• Stallholder Application:	Jacky Yang	0425 251 113
• Sponsorships/Program Advertisement:	Melvin Lim	0466 522 780
• Prosperity Gala Dinner Tickets:	Troy Li	0427 798 188
• Corporate Box Tickets:	Jacky Pi	0426 688 808

Major Sponsor



Gold Sponsor



Silver Sponsor

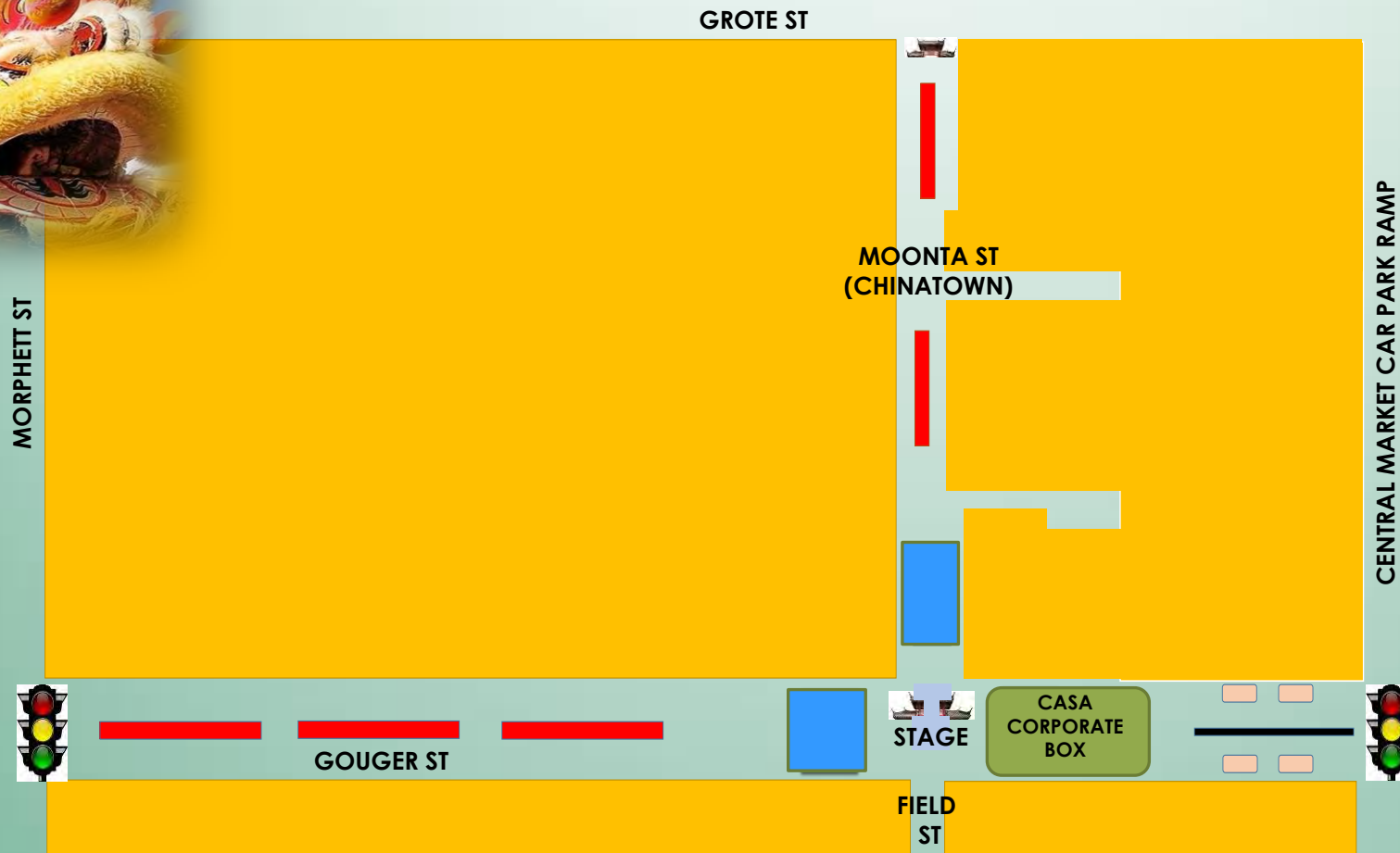


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# 2017 LNY Street Party – Moonta St & Gouger St Layout

Moonta St (Chinatown) and part of Gouger St are closed off for the Lunar New Year Party



## LEGEND

-  CHINATOWN GATE
-  TRAFFIC LIGHT
-  ROW OF STALLS
-  STAGE
-  CASA CORPORATE BOX
-  PUBLIC SEATING AREA
-  FOOD VAN
-  BUILDING

# Sponsorships

## Level of Sponsorships:

- Diamond Level Sponsor - \$13,888.00
- Gold Level Sponsor - \$4,888.00
- Silver Level Sponsor- \$2,488.00

*For further information regarding Sponsorship Packages, please contact:*

**Melvin Lim** Vice President

Mob: 0466 522 780

Email: [melvinlimmf@hotmail.com](mailto:melvinlimmf@hotmail.com)

**George Chin** Vice President Tel: 8231 2218

Fax: 8231 2218 Mob: 0416 026 074

Email: [vchin@bigpond.net.au](mailto:vchin@bigpond.net.au)

Event Organiser



南澳洲阿達雷得中國城協會  
Chinatown Adelaide South Australia Inc.

Chinatown Adelaide SA Inc.  
[chinatownadelaide.org](http://chinatownadelaide.org)



# The benefits of being Diamond Level Sponsor

## Diamond Level Sponsor - \$13,888.00\*

- **VIP Invitation for 6 persons to the Official Function.**
- **Opportunity to speak at the Dinner & Street Party Official Function.**
- **2 x seats at the Main VIP Table** at the Dinner Party.\*\*
- **2 x 10 Persons Banquet Table** at the Dinner Party.\*\*
- **Invitation for 10 persons to CASA Corporate Box at the LNY Evening Street Party.**
- **1 x 3M x 3M Stall at the Street Party Event OR a Full Page Advertisement on our LNY Event Program booklet .**
- **Opportunity to have your logo or name at primary position on the 2016 Adelaide Chinatown Lunar New Year Street Party “across street” banner which will be displayed prominently on Gouger St.\*\*\***
- **Acknowledgement of your sponsorship with a mock cheque presentation at the Dinner Party.**
- **Opportunity to display your pull up banner at the dinner & street party.\*\*\*\***
- **Opportunity to display your promotional pamphlets on the Dinner Event tables.\*\*\*\*\***
- **Acknowledgement of your Sponsorship** on the Street Party Event Program which are distributed free.
- **Acknowledgement of your sponsorship** at the Official Ceremony & Dinner Party by the Organiser.
- **Acknowledgement of your sponsorship** by listing your name on a Pull Up Banner which will be prominently display at the Street Party event.
- **Display of your Logo or Organization name on a primary position on Chinatown Lunar New Year Poster.**
- **Certificate of Appreciation of Sponsorship by Chinatown Adelaide of SA Inc.**
- **Opportunity to be included in Chinatown Lunar New Year 2017 media releases.**



Event Organiser



Chinatown Adelaide SA Inc.  
chinatownadelaide.org

### Terms & Conditions

- \*Cash Sponsorship Only
- \*\*Dinner party will be held on a different day from the Street Party
- \*\*\* This benefit is valid only if banner has not been put up across the street yet.
- \*\*\*\*1 x Pull UP Banner only size must not exceed 0.85M wide x 2M high
- \*\*\*\*\*2 x Promotional Pamphlets per table

**All contents on Pull-Up banner and promotional pamphlets must be approved in advance by the Organiser.**

**Email to George Chin on:**

**[vchin@bigpond.net.au](mailto:vchin@bigpond.net.au)**

# The benefits of being a Gold Level Sponsor

## Gold Level Sponsor - \$4,888.00\*

- **VIP Invitation for 4 persons to the Official Function.**
- **2 x seats at a VIP Table** at the Dinner Party.\*\*
- **1 x 10 persons Banquet Table** at the Dinner Party.\*\*
- **Invitation for 6 persons to CASA Corporate Box at the LNY Evening Street Party.**
- **1 x 3M x 3M Stall** at the Street Party Event **OR a Full Page Advertisement on our LNY Event Program booklet .**
- Acknowledgement of your sponsorship with a **mock cheque presentation at the Dinner Party.**
- Opportunity to **display your pull up banner at the Dinner Party.\*\*\***
- **Acknowledgement of your Sponsorship** on the Street Party Event Program which are distributed free.
- **Acknowledgement of your sponsorship** at the Official Ceremony & Dinner Party by the Organiser.
- **Acknowledgement of your sponsorship** by listing your name on a Pull UP Banner which will be prominently display at the Street Party event.
- Opportunity to **display your promotional pamphlets on the Dinner Event tables.\*\*\*\***
- Display of your Logo or Organization name on Chinatown Lunar New Year Poster.
- Certificate of Appreciation of Sponsorship by Chinatown Adelaide of SA Inc.
- Opportunity to be included in Chinatown Lunar New Year 2017 media releases.



Event Organiser



南澳洲阿達雷得中國城協會  
Chinatown Adelaide South Australia Inc.  
chinatownadelaide.org

### Terms & Conditions

- \*Cash Sponsorship Only
- \*\*Dinner party will be held on a different day from the Street Party
- \*\*\* 1 x Pull UP Banner only size must not exceed 0.85M wide x 2M high
- \*\*\*\* 2 x Promotional Pamphlets per table

**All contents on Pull-Up banner and promotional pamphlets must be approved in advance by the Organiser.**

Email to George Chin on:  
[vchin@bigpond.net.au](mailto:vchin@bigpond.net.au)



# The benefits of being a Silver Level Sponsor

## Silver Level Sponsor - \$2,488.00\*

- **VIP Invitation for 2 persons to the Official function.**
- **1 x 10 persons Banquet Table** at the Dinner Party.\*\*
- **Invitation for 4 persons to CASA Corporate Box at the Evening Street Party.**
- **1 x 3M x 3M Stall** at the Street Party Event **OR** a **Half Page Advertisement on our LNY Event Program booklet**
- Acknowledgement of your sponsorship with a **mock cheque presentation at the Dinner Party.**
- **Acknowledgement of your Sponsorship** on the Street Party Event Program which are distributed free.
- **Acknowledgement of your sponsorship** at the Official Ceremony & Dinner Party by the Organiser.
- **Acknowledgement of your sponsorship** by listing your name on a Pull Up Banner which will be prominently display at the Street Party event.
- Opportunity to **display your promotional pamphlets on the Dinner Event tables.**\*\*\*
- Display of your Logo or Organization name on Chinatown Lunar New Year Poster.
- Certificate of Appreciation of Sponsorship by Chinatown Adelaide of SA Inc.
- Opportunity to be included in Chinatown Lunar New Year 2017 media releases.



Event Organiser



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Chinatown Adelaide South Australia Inc.

Chinatown Adelaide SA Inc.  
chinatownadelaide.org

### Terms & Conditions

- \*Cash Sponsorship Only
- \*\*Dinner Party will be held on a different day from the Street Party
- \*\*\*2 x Promotional Pamphlets per table

**All contents on promotional pamphlets must be approved in advance by the Organiser.**

**Email to George Chin on:**

**[vchin@bigpond.net.au](mailto:vchin@bigpond.net.au)**

# Sponsorship Agreement

## Sponsorship Agreement

This Sponsorship Agreement is made on \_\_\_\_\_  
(insert date)

**between:**

\_\_\_\_\_  
(insert Sponsor Name/ Organization / Company)

**and Chinatown Adelaide SA Inc.**

to sponsor the amount of (please tick (  ) box):

(  ) \$13,888.00 (Diamond Level Sponsor)

(  ) \$4,888.00 (Gold Level Sponsor)

(  ) \$2,488.00 (Silver Level Sponsor)

for the **2017 Chinatown Adelaide Lunar New Year Street Party.**

\_\_\_\_\_  
(Signature of Sponsor)

\_\_\_\_\_  
(Name of Sponsor)

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Terms & Conditions

- This Agreement is valid for the stated event only and the Sponsorship Packages set for each level of sponsor.
- Validity of this Agreement is binding only when Sponsorship Agreement is signed and received; and full payment is paid to Chinatown Adelaide SA Inc.
- **Mail copy of signed Sponsorship Agreement** to Chinatown Adelaide SA Inc., 18 Moonta St, Chinatown Adelaide, SA 5000 **OR** email to George Chin [vchin@bigpond.net.au](mailto:vchin@bigpond.net.au)
- The Event Organiser reserve the right to accept or refuse any application for Sponsorship without giving any reason.

Event Organiser



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Chinatown Adelaide South Australia Inc.

Chinatown Adelaide SA Inc.  
[chinatownadelaide.org](http://chinatownadelaide.org)

## Banking Information

### By EFT:

Payable to: Chinatown Adelaide SA Inc.  
BSB No: 105:029  
Account No: 67149240

### By CHEQUE:

Payable to: Chinatown Adelaide SA Inc.  
Address: 18 Moonta Street, Chinatown,  
Adelaide SA 5000

Please print/write Payee Name, Contact Phone Number and State Sponsorship Level at the back of Cheque

### All Payments Enquiries:

Jacky Pi Hon. Treasurer 0426 688 808  
Email: [hongyu.jacki.pi@gmail.com](mailto:hongyu.jacki.pi@gmail.com)

**For further information regarding Sponsorship Packages, please contact:**

**Melvin Lim** Vice President

Mob: 0466 522 780

Email: [melvinlimmf@hotmail.com](mailto:melvinlimmf@hotmail.com)

**George Chin** Vice President Tel: 8231 2218

Fax: 8231 2218 Mob: 0416 026 074

Email: [vchin@bigpond.net.au](mailto:vchin@bigpond.net.au)

Good  
Fortune  
Long  
Life  
Prosperity  
Double  
Happiness  
Menu

## 2017 Lunar New Year Prosperity Gala Dinner Menu

- ▶ Chinese New Year Prosperity Dish (sashimi salmon with assorted garnishes)
- ▶ Crab Meat and Fish Maw Soup
- ▶ Stir Fried Lobster Tails with Ginger Shallot
- ▶ Salt and Pepper King Prawns
- ▶ Steamed Live Barramundi
- ▶ Crispy Garlic Chicken
- ▶ Braised Trotter with Chinese Mushrooms and Vegetables
- ▶ Stir Fried Seafood Combination with Snow Peas
- ▶ Fried Rice and Noodle with Soy Sauce
- ▶ Mango Cake and Fruit Platter
- ▶ Complimentary Chinese Tea and 2 jugs of soft drinks
- ▶ Wines by: Lannister Wines  
Tomich Wines

The Menu listed may subject to change without notice.



Prosperity Gala Dinner will be held at:

Venue: T-Chow Restaurant

68 Moonta St (Chinatown) Adelaide SA

Date: Tuesday, 31<sup>st</sup> Jan 2017

Time: 6.00 pm for 6.30 pm start

Event Organiser



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Chinatown Adelaide SA Inc.  
chinatownadelaide.org

Wines Sponsors



Lannister



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TOMICH WINES

Thank you for your support and we look forward to seeing you at the 2017 Lunar New Year Street Party Celebration

Event Organiser



Chinatown Adelaide SA Inc.  
chinatownadelaide.org

**Patron:** His Excellency the Honourable **Hieu Van Le AC** Governor of South Australia

### 2016/2017 Office Bearers of Chinatown Adelaide SA Inc.

**President**

Eric Lai

**Hon. Secretary**

Troy Li

**Immediate Past President**

George Chin

**Honorary President**

Irena Zhang

**Vice President**

George Chin

Jacky Yang

Melvin Lim

**Committee Members**

Suki Han

James Wu

Han Yan

Max Nie

Amanda Zhang

**Honorary Advisors**

David Wong

Claudia Cream OAM

Cathy Chong

Chris Chong

Dr Gan Keong

**Hon. Legal Advisor**

Hau Pehn Yapp

**Public Officer**

Cathy Chong

**Hon. Treasurer**

Jacky Pi

The Chinatown Lunar New Year Street Party will be publicised through print and electronics media outlets, in addition to the posters and flyers designed for the celebrations