



Wisconsin Chinese Chamber of Commerce (WCCC)

SPONSORSHIP PACKAGE

Gateway to Asia

Open the Door to Culture

Saturday, May 16, 2026 · 11:00 AM – 5:30 PM · Bayshore Shopping Center, Glendale WI

FREE ADMISSION	2,000–4,000 Expected Visitors	8+ Asian Cultures	20+ Vendors & Booths	ALL AGES Welcome
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ABOUT THE FESTIVAL

Gateway to Asia is a free, family-friendly celebration of Asian traditions presented by WCCC during Asian Pacific Islander Heritage Month — bringing culture, commerce, and community together at Bayshore Shopping Center through live performances, authentic food, workshops, and cultural storytelling.

WHY SPONSOR

Targeted Reach	Connect with 2,000–4,000 culturally engaged families in a single day.
Brand Visibility	Logo & name on all signage, materials, social media & on-stage recognition.
Community Impact	Show commitment to diversity and the Asian American community in Wisconsin.
Business Growth	Network with local businesses, leaders & customers in a vibrant environment.

PRESENTED BY & CO-HOSTED WITH

 <p>WCCC PRESENTING ORGANIZATION Wisconsin Chinese Chamber of Commerce</p>	 <p>HWCC CO-HOST Hmong Wisconsin Chamber of Commerce</p>	 <p>MCCC CO-HOST Milwaukee Chinese Community Center</p>	 <p>AREAA CO-HOST AREAA Greater Milwaukee</p>
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SPONSORSHIP TIERS

PRESENTING

\$3,000

Title Sponsor ★ FEATURED

- ✓ Premier logo placement on all event materials & signage
- ✓ Prominent recognition from the main stage throughout the day
- ✓ Dedicated booth presence at the event
- ✓ Logo on website, social media & all printed materials
- ✓ Inclusion in all press releases and media outreach
- ✓ Complimentary VIP seating near main stage

PERFORMANCE

\$1,500

Stage Sponsor

- ✓ Stage signage & branding in performance area
- ✓ MC acknowledgement during all performances
- ✓ Logo on event website & printed program
- ✓ Social media recognition post

FAMILY

\$1,000

Kids Corner Sponsor

- ✓ Branding throughout the family activity area
- ✓ Recognition in event materials & program
- ✓ Direct connection with family audiences
- ✓ Social media recognition post

COMMUNITY

\$500

Community Sponsor

- ✓ Logo inclusion in event materials
- ✓ Event acknowledgement from stage
- ✓ Community support recognition

WHAT TO EXPECT ON FESTIVAL DAY

<p>Lion Dance Grand Opener High-impact crowd-draw kicking off at 11:15 AM.</p>	<p>Japan Taiko Block Taiko drumming, karate demo & audience participation 12:00–1:00 PM.</p>
<p>Southeast Asia Block Traditional dances from Indonesia, Laos & Philippines, 1:00–2:00 PM.</p>	<p>India Block Bollywood showcase, classical dance, family mini-class & henna demo.</p>
<p>Hmong Heritage Block Traditional Hmong dance, Qeej instrument & Pov Pob participation.</p>	<p>Martial Arts & Movement Karate showcase, family yoga & fusion movement demo, 3:15–4:15 PM.</p>
<p>Contemporary Showcase Youth ensembles, community choir & fusion performances, 4:15–5:00 PM.</p>	<p>Dragon Dance Closing Dragon Dance finale, costume parade & group photo at 5:00 PM.</p>

SPONSORSHIP SUMMARY

Tier	Package	Investment	Stage Recognition	Logo Placement	Booth
Presenting	Title Sponsor	\$3,000	Yes	Premier	Yes
Performance	Stage Sponsor	\$1,500	Yes	Yes	–
Family	Kids Corner Sponsor	\$1,000	–	Yes	–
Community	Community Sponsor	\$500	–	Yes	–

READY TO GET INVOLVED?

Let's talk about partnership opportunities.

Gateway to Asia has a place for your brand. Reach out today to help make this a celebration Wisconsin will remember.

info@wisccc.org · Asian Culture Festival

Wisconsin Chinese Chamber of Commerce (WCCC)

SPONSORSHIP APPLICATION

Gateway to Asia — Asian Culture Festival featuring AAPI Celebration · Saturday, May 16, 2026

SELECT SPONSORSHIP TIER

<p>■ Title Sponsor</p> <p>\$3,000</p> <p>Premier logo · Stage recognition Dedicated booth · All marketing</p>	<p>■ Stage Sponsor</p> <p>\$1,500</p> <p>Stage signage · MC acknowledgement Logo on program & website</p>	<p>■ Kids Corner Sponsor</p> <p>\$1,000</p> <p>Family area branding Recognition in materials</p>	<p>■ Community Sponsor</p> <p>\$500</p> <p>Logo in event materials Acknowledgement from stage</p>
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ORGANIZATION INFORMATION

Organization / Business Name _____

Contact Name _____	Title / Position _____
Email Address _____	Phone Number _____

Mailing Address _____

City _____	State ZIP _____
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Website _____

Additional notes / booth requests:

Please email your logo file to info@wisccc.org after submitting your application.

PAYMENT OPTIONS

<p>OPTION 1 — ONLINE</p> <p>Submit your application and pay securely by credit or debit card:</p> <p>Sponsor Form</p> <p>Or donate directly at:</p> <p>Donation</p>	<p>OPTION 2 — MAIL A CHECK</p> <p>Make check payable to:</p> <p>Wisconsin Chinese Chamber of Commerce</p> <p>Mail this form with your check to:</p> <p>6027 W Vliet Street, Wauwatosa, WI 53213</p>
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Questions? Contact us: info@wisccc.org · (414) 409-6288 · Asian Culture Festival