



Cambridge Lunar New Year Festival 2025 – Sponsorship Opportunity

Would your business or organization be interested in sponsoring the Cambridge citywide Lunar New Year Celebration 2025 event, hosted by the Chinese American Association of Cambridge (CAAC)? The celebration will take place on Sunday, January 26, 2025, at the Fitzgerald Theatre, Cambridge Rindge & Latin School (CRLS).



Group Dance - by Boston Dongfang Dance Troupe
Performed at CRLS theater on CAAC Lunar New Year Celebration 2024 on February 11, 2024

About the Organization

The CAAC is a volunteer-run 501(c)(3) non-profit organization (EIN: 87-1396154) that serves Chinese American families and other ethnic groups in Cambridge. Our mission is to foster understanding of Chinese and AAPI cultures while strengthening the city's diverse community.

About the Event

Lunar New Year is the most significant holiday for East and Southeast Asian cultures. In 2023 and 2024, CAAC successfully hosted two citywide in-person Lunar New Year celebrations, attended by more than six hundreds each year. Building on that success, we are planning another exciting event for 2025.

You can view more photos from our 2023 and 2024 Lunar New Year celebration [here](#)²³ and [here](#)²⁴. The sponsors for the past events include Mass Cultural Council, MIT, Asian Women for

Health, Aralia Education etc., more logos of sponsors can be found at [page2023](#) and [page2024](#).

2025 Event Highlights

- Festival Fair (12:30–2:00 PM, CRLS Cafeteria):

Enjoy traditional arts, crafting tables, and vendor booths.

- Performances (2:00–4:00 PM, Fitzgerald Theatre):

A mix of traditional Asian culture and modern arts performed by local schools and organizations, including MLK, CRLS, Harvard, MIT, and more. Performances include special guests and renowned artists.

- New Year Blessings (4:00–4:30 PM):

Celebrate with New Year blessings, red envelopes, and more festive activities.

Sponsorship Levels

We invite you to support this vibrant community event by becoming a sponsor.

- **Silver Level** – \$600
 - Logo featured on the event sponsor page of our website and digital program.
 - A booth in the hallway with tables and chairs for advertising (if desired).
- **Gold Level** – \$1,000
 - Silver Level benefits, plus:
 - VIP seating in the front rows.
- **Platinum Level** – \$3,000 for sponsoring CAAC's public events throughout the year 2025
 - Gold Level benefits, plus:
 - Additional VIP seats in the front rows.
 - Complimentary parking in the CRLS garage during the event.

Additional Sponsorship Opportunities

In addition to the Lunar New Year Festival, you might be interested in sponsoring the 4rd AAPI Book Drive for Cambridge Schools, another CAAC initiative, donating hundreds of AAPI author's books to Cambridge Public School libraries every year since 2021. Details are available on our website: <https://caac-ma.org/?p=1194>

Thank you for considering this opportunity to support a meaningful cultural celebration and our Cambridge community. We look forward to partnering with you!

Sincerely,

Chinese American Association of Cambridge (caac-ma.org)

Email: cambridgecaac@gmail.com or info@caac-ma.org