HOSTED BY

BAY FRONT CHAMBER OF COMMERCE

City of Hercules CALIFORNIA

YEE'S MARTIAL ARTS



HERCULES FEB 28, 2027

LUNAR NEW YEAR PARADE & FESTIVAL

3RD ANNUAL LUNAR NEW YEAR PARADE

In a city that approaches a 50% Asian and over 30% foreign born population and with speakers or Mandarin, Cantonese, Japanese, Fillipino, Korean, Loatian, Cambodian, Thai, Malaysian, and more, the Lunar New Year is a major world holiday that many of our neighbors celebrate in a big way!

After the rain or shine parade, our celebration will continue at the Hercules Community Center where attendees will enjoy food, games, music and entertainment in an atmosphere that promotes family, community and celebration!

We invite you to sponsor this important and exciting event, and to take advantage of your sponsorship table to share your product or service with a multi-generational and multi-cultural audience!

SPONSORSHIP OPPORTUNITY

CORPORATE SPONSOR $1,500

Sponsor Benefits

Event Participation

- Logo on signage in parade & at the community center
- Event Table for sharing promotional materials
- Parade participation option (Walk/roll, car, float)
- Happy New Year shout out: opportunity to address the audience. (Say Happy New Year in your choice of language(s)!)
- 8 Audience chairs along parade route
- Reserved Parking for 2 vehicles at the community center

Event Promotion

- Logo on all printed marketing materials
- Logo on Chamber's website, e-newsletter and social media promotion.
- Acknowledgement in Chamber e-Newsletter (2,500 subscribers)
- Logo inclusion on local TV PSA
- View last years coverage on Bay Area news stations at HERCULESPARADE.COM



Contact admin@bayfrontchamber.com

MATERIALS DEADLINE 1/19/27