



2023 Tết Parade Sponsorship Package

**CELEBRATE WITH US AS WE
WELCOME THE LUNAR NEW YEAR**

Year of the Cat



**Sunday, January 22, 2023
9:30 AM**

Executive Summary Tet Parade Highlights

DATE: Sunday, January 22, 2023

TIME: Opening Ceremony begins at 9:30 AM; parade begins at 10 AM

LOCATION: Parade begins at the intersection of Bolsa Avenue and Magnolia Street, and heads eastbound on Bolsa Avenue. The Parade will turn right on Bushard Street and head Southbound, ending at Bishop Place.

ATTENDANCE: Attendance for this event is over 10,000 with attendees ranging from seniors to young children and their families. However, viewership across multiple streaming sites and channels is over 250,000 internationally.

PRESENTED BY: The City of Westminster

COST: Admission is FREE to the public

QUICK FACTS

Population

2020 Census | 90,195

Education

High School | 78%

Bachelor Degree or Higher | 27%

Graduate Degree | 10%

Households

2020 Census | 27,144

% with Children | 57.3

Avg. Household Size | 3.74

Median Income

Westminster | \$67,142

Orange County | \$71,735

Orange County

Population | 3 million

(people within 15 minutes of venue)

Housing Units | 1 million

MAKE AN IMPRESSION

Depending upon your level of involvement, your advertising message will be seen during the event promotional period. As a sponsor, you'll be featured on the city's website, mail and digital flyers, cable TV spots, social media, and the official program guide.

BENEFITS DETAIL:

- Logo on webpage and hyperlink
- Press releases
- Flyers and posters
- Recognition on WTV and social media

ON-SITE RECOGNITION:

- Recognition announcements from emcee during the parade
- Participation in the parade

FOR MORE INFORMATION

Contact the City of Westminster Community Services and Recreation Department at 714.895.2860, or simply email us at TetParade@westminster-ca.gov.

2023 Tet Parade Sponsorship Opportunities

TITLE SPONSOR (Limited to three)

Sponsor Investment | \$25,000

As a Title Sponsor you will receive:

- Invitation to Parade Day Opening Ceremony with 2 seats on stage
- Complimentary Parade Entry and prime placement in the parade
- Reserved seating for up to 10 guests in VIP area
- Premium advertisement space and feature in the official Tet program guide
- Event banner with company name/logo displayed along the parade route
- Company name on all event flyers
- Sponsor logo on City web page with hyperlink
- Logo printed on all print media and social media
- Name recognition throughout all press releases
- Logo to be larger than subsequent sponsors
- Recognition in City Newsletters and at a televised City Council meeting
- Booth at upcoming 2023 Fall Festival

PLATINUM SPONSOR

Sponsor Investment | \$10,000

As a Platinum Sponsor you will receive:

- Invitation to Parade Day Opening Ceremony with reserved seating for up to 6 guests in VIP area
- Complimentary Parade Entry
- Premium advertisement space and feature in the official Tet program guide
- Event banner with company name/logo displayed along the parade route
- Company name on all event flyers
- Sponsor logo on City web page with hyperlink
- Logo printed on all print media and social media
- Name recognition throughout all press releases
- Logo to be larger than subsequent sponsors
- Recognition in City Newsletters and at a televised City Council meeting



2023 Tet Parade Sponsorship Opportunities (Continued)

DIAMOND SPONSOR

Sponsor Investment | \$7,500

As a Diamond Sponsor you will receive:

- Invitation to Parade Day Opening Ceremony with reserved seating for up to 4 guests in VIP area
- Complimentary Parade Entry
- Advertisement space in the official Tet program guide
- Event banner with company name/logo displayed along the parade route
- Company name on all event flyers
- Sponsor logo on City web page with hyperlink
- Logo printed on all print media and social media
- Name recognition throughout all press releases
- Logo to be larger than subsequent sponsors
- Recognition in City Newsletters and at a televised City Council meeting

GOLD SPONSOR

Sponsor Investment | \$5,000

As a Gold Sponsor you will receive:

- Invitation to Parade Day Opening Ceremony with reserved seating for up to 2 guests in VIP area
- Complimentary Parade Entry
- Advertisement space in the official Tet program guide
- Event banner with company name/logo displayed along the parade route
- Company name on all event flyers
- Sponsor logo on City web page
- Logo printed on all print media and social media
- Name recognition throughout all press releases
- Recognition in City Newsletters



2023 Tet Parade Sponsorship Opportunities (Continued)



SILVER SPONSOR

Sponsor Investment | \$2,500

As a Silver Sponsor you will receive:

- Advertisement space in the official Tet program guide
- Company name on all event flyers
- Sponsor logo on City web page
- Logo printed on all print media and social media
- Recognition in City Newsletters



BRONZE SPONSOR

Sponsor Investment | \$1,000

As a Bronze Sponsor you will receive:

- Advertisement space in the official Tet program guide
- Company name on all event flyers
- Logo printed on all print media and social media
- Recognition in City Newsletters



Additional In-Kind Sponsorship Opportunities

Contact the City of Westminster by email at TetParade@westminster-ca.gov or call 714.895.2860



Westminster's 2023 Tet Parade Sponsorship Form



COMPANY NAME:

ADDRESS:

CONTACT PERSON:

CONTACT PHONE NUMBER:

EMAIL ADDRESS:

SPONSOR LEVEL/AMOUNT: TITLE \$25,000 PLATINUM \$10,000
 DIAMOND \$7,500 GOLD \$5,000 SILVER \$2,500 BRONZE \$1,000
 OTHER

Please return this form with your donation to:

**Westminster Tet Parade
8200 Westminster Blvd.
Westminster, CA 92683**



Make checks payable to the City of Westminster

**Please email company artwork in PNG or JPEG format to:
TetParade@westminster-ca.gov**



CITY OF WESTMINSTER PARTICIPANT AGREEMENT AND WAIVER AND RELEASE OF LIABILITY

I, _____ (Full legal name), desire to participate in Westminster Tet Parade 2023, (the "Activity").

In consideration for my participation in the Activity, I agree as follows:

1. Activity Environment. I understand that there are risks involved whether I participate in virtual or in-person activities.

a. In-person activities. I understand that the State of California is currently subject to a stay-at-home order due to the COVID-19 pandemic. I am fully aware of the rules and regulations imposed by the State of California and the City of Westminster ("City"), including the requirement that I must maintain social distancing of at least six feet from other participants, and that I must follow all required Community Services & Recreation policies and procedures while engaging in the Activity. I represent that:

- I am aware that persons over age 65 and persons with underlying health conditions are at greater risk of contracting COVID-19 and becoming ill, potentially risking death.
- I am not experiencing symptoms of COVID-19, such as a dry cough, fever, shortness of breath or difficulty breathing, chills, repeated shaking with chills, muscle pain, headache, sore throat, or new loss of sense of smell and/or taste.
- I have not been advised by a physician that I am COVID-19 positive.
- I am physically able to engage in the Activity while following all policies and procedures of the Community Services & Recreation Department.

b. Virtual activities. I fully understand that the City, its employees, officials, and agents, are not responsible for any loss, alternation, corruption or other damage to my personal property, including computers, networks and other personal property used as part of my participation in the Activity. The City makes no warranty that 1) internet service will be adequate to facilitate the Activity, 2) internet service will be uninterrupted, timely, secure, error-free or virus-free, 3) any information that may be obtained through the Activity will be accurate or reliable and/or 4) that any errors in software will be corrected. I represent and agree that:

- The conditions of my property, both personal and real, are suitable for participation in the Activity.
- I am not experiencing symptoms of COVID-19, such as a dry cough, fever, shortness of breath or difficulty breathing, chills, repeated shaking with chills, muscle pain, headache, sore throat, or new loss of sense of smell and/or taste.
- I have not been advised by a physician that I am COVID-19 positive.
- I am physically able to engage in the Activity while following all policies and procedures of the Community Services & Recreation Department.

2. Assumption of Risk. I fully understand that there are dangers, inherent and otherwise, in the Activity and in engaging in the Activity during the COVID-19 pandemic. I understand that my participation in the Activity may expose me to the risk of personal injury or death and/or causing me to acquire COVID-19 and transmit it to others. I further understand and agree that any material downloaded, viewed or otherwise obtained through a virtual Activity is done at my own risk, and I will be solely responsible for any loss or damage to my personal property, including computer systems and networks, or loss of data that resulted from the use, download and/or viewing an Activity. I hereby acknowledge that I am participating of my own free will in the Activity and I agree to assume the full risk of any injuries and/or damages and/or losses of any kind, regardless of severity and including death, that may occur in connection with my participation in the Activity. I further assume the risk, if I take a virtual Activity, that my property may not be suitable and agree to hold the Community Services & Recreation Department, the City, and their elected officials, officers, agents, employees, and volunteers, harmless from any loss or damage arising from injury to person or property arising from the use of such property in the Activity.

3. Indemnification. In consideration for being permitted to participate in the Activity, I hereby agree, for myself, my heirs, administrators, executors and assigns, that I shall indemnify, defend, and hold harmless Community Services & Recreation Department, the City, and their elected officials, officers, agents, employees, and volunteers, from any and all claims, demands actions or suits arising out of or in connection with my participation in the Activity.

4. Medical Release. I authorize the City to provide or cause to be provided such medical treatment to me as may be necessary or appropriate if any injury occurs while I am participating in the Activity. I further agree to pay any costs incurred as a result of such treatment.

5. Waiver and Release of Liability. I, intending to be legally bound for myself and my heirs, personal representatives, next of kin, and anyone who might make a claim on my behalf, hereby waive, release, and discharge the Community Services & Recreation Department, the City, and their elected officials, officers, agents, employees, and volunteers from any and all claims for damages and/or liability, whether caused by any active or passive negligent act or omission of the Community Services & Recreation Department or the City, or their elected officials, officers, agents, employees, and/or volunteers, or otherwise related to my participation and promise not to sue the Community Services & Recreation Department, the City, or

CITY OF WESTMINSTER PARTICIPANT AGREEMENT AND WAIVER AND RELEASE OF LIABILITY (CONTINUED)

their elected officials, officers, agents, employees, and/or volunteers for any damages I incur in connection with the Activity. This release and waiver extends to all claims of every kind or nature whatsoever, foreseen or unforeseen, known or unknown.

6. Recording of In-Person/Virtual Activities. I understand and agree that a in person and/or virtual Activity may be recorded for viewing and/or listening by others at a future date. I consent to the City's use of audio/video recordings of me during the in person and/or virtual Activity and that the City may use audio/video segments or photograph stills of me for any purpose, including but not limited to news, advertising and promotional purposes, without compensation to me. I hereby release and hold harmless the Community Services & Recreation Department, the City, and their elected officials, officers, agents, employees, and volunteers, from any claims relating to the use of my likeness and image

7. Compliance with All Rules. I agree to obey all policies and procedures applicable to the Activity and instructions provided by the Community Services & Recreation Department and/or by City staff and volunteers during my participation in the Activity. I further understand and agree that Activities/events are interactive and agree to act reasonably and professionally at all times during my participation. During live sessions, participants will be able to see and hear anything within audio or camera viewing areas. Accordingly, the Activity coordinator may, in his or her sole discretion, mute and/or restrict video access to participants during a virtual session.

8. Miscellaneous. I acknowledge and agree that this Agreement is binding upon my heirs, assigns and legal representatives. I agree that this Agreement is intended to be as broad and inclusive as is permitted by California law. I further agree that this Agreement is severable and that if any clause is found invalid, the balance of the Agreement will remain in effect, valid, and enforceable.

I HAVE READ THIS AGREEMENT AND WAIVER AND RELEASE OF LIABILITY, KNOW, UNDERSTAND AND AGREE TO BE BOUND BY ITS CONTENTS, AND SIGN IT OF MY OWN FREE WILL.

Participant's Full Legal Name: _____

Signature: _____

Date: _____

If participant is under the age of 18, a parent or legal guardian must read and sign this Agreement, agreeing to be bound by its terms and verifying that he/she is the parent and/or legal guardian of the minor.

Parent/Legal Guardian Name: _____

Signature: _____

Date: _____

