



# TẾT PARADE SPONSORSHIP PACKAGE

Celebrate with us as we  
welcome the Lunar New Year  
**YEAR OF THE DRAGON**



**Saturday, February 10, 2024**  
**Opening Ceremony | 8:30 AM**  
**Parade | 9:30 AM**



# Executive Summary Tet Parade Highlights



**PRESENTED BY:** The City of Westminster

**DATE:** Saturday, February 10, 2024

**TIME:** Opening Ceremony begins at 8:30 AM; parade begins at 9:30 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 15,000 with attendees ranging from seniors to young children and their families. However, viewership across multiple streaming sites and channels is over 250,000 internationally.

**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](mailto:TetParade@westminster-ca.gov).





# 2024 Tet Parade Sponsorship Opportunities



## TITLE SPONSOR (Limited to three)

### Sponsor Investment | \$25,000

As a Title Sponsor you will receive:

- Complimentary parade entry with prime placement (towards the beginning of the parade)
- Invitation to parade day Opening Ceremony with two (2) seats on stage
- Reserved seating for up to ten (10) guests in VIP area
- Full page color ad in official Tet Parade program, premium position
- Event banner with company name/logo displayed along the parade route
- Logo included on City webpage with hyperlink
- Logo included on print media and social media posts
- Logo to be larger than subsequent sponsors
- Recognition in City Newsletter (sent to every resident in Westminster)
- Recognition at a televised City Council Meeting
- Logo featured on Westminster Local TV Channel
- Name recognition on press releases
- Complimentary booth at upcoming 2024 Fall Festival



## PLATINUM SPONSOR

### Sponsor Investment | \$10,000

As a Platinum Sponsor you will receive:

- Complimentary parade entry
- Invitation to parade day Opening Ceremony with reserved seating for up to six (6) guests in VIP area
- Half page color ad in official Tet Parade program, premium position
- Event banner with company name/logo displayed along the parade route
- Logo included on City webpage with hyperlink
- Logo included on print media and social media posts
- Logo to be larger than subsequent sponsors
- Recognition in City Newsletter (sent to every resident in Westminster)
- Recognition at a televised City Council Meeting
- Name recognition on press releases





# 2024 Tet Parade Sponsorship Opportunities (Continued)



## DIAMOND SPONSOR

### Sponsor Investment | \$7,500



As a Diamond Sponsor you will receive:

- Complimentary parade entry
- Invitation to parade day Opening Ceremony with reserved seating for up to four (4) guests in VIP area
- Quarter page color ad in official Tet Parade program
- Event banner with company name/logo displayed along the parade route
- Logo included on City webpage with hyperlink
- Logo included on print media and social media posts
- Logo to be larger than subsequent sponsors
- Recognition in City Newsletter (sent to every resident in Westminster)
- Recognition at a televised City Council Meeting
- Name recognition on press releases

## GOLD SPONSOR

### Sponsor Investment | \$5,000



As a Gold Sponsor you will receive:

- Complimentary parade entry
- Invitation to parade day Opening Ceremony with reserved seating for up to two (2) guests in VIP area
- Eighth page color ad in official Tet Parade program
- Event banner with company name/logo displayed along the parade route
- Logo included on City webpage
- Logo included on print media and social media posts
- Recognition in City Newsletter (sent to every resident in Westminster)
- Name recognition on press releases





# 2024 Tet Parade Sponsorship Opportunities (Continued)



## SILVER SPONSOR

### Sponsor Investment | \$2,500



As a Silver Sponsor you will receive:

- Eighth page color ad in official Tet Parade program
- Logo included on City webpage
- Logo included on print media and social media posts
- Recognition in City Newsletter (sent to every resident in Westminster)

## BRONZE SPONSOR

### Sponsor Investment | \$1,000

As a Bronze Sponsor you will receive:

- Eighth page color ad in official Tet Parade program
- Company name included on City webpage
- Company name included on print media and social media posts
- Recognition in City Newsletter (sent to every resident in Westminster)



## Additional In-Kind Sponsorship Opportunities

Contact the City of Westminster by email at [TetParade@westminster-ca.gov](mailto:TetParade@westminster-ca.gov) or call (714) 895-2860.



# 2024 Tet Parade Sponsorship Opportunities



Benefit	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Diamond \$7,500	Platinum \$10,000	Title \$25,000
Recognition in City Newsletter	✓	✓	✓	✓	✓	✓
Print Media & Social Media Posts	Company Name	Company Logo	Company Logo	Company Logo	Company Logo	Company Logo
City Webpage	Company Name	Company Logo	Company Logo	Company Logo	Company Logo w/ hyperlink	Company Logo w/ hyperlink
Color Ad in Tet Parade Program	Eighth Page	Eighth page	Eighth Page	Quarter Page	Half Page	Full Page
Name Recognition on Press Releases	✗	✗	✓	✓	✓	✓
Event Banner	✗	✗	✓	✓	✓	✓
Complimentary Parade Entry	✗	✗	✓	✓	✓	Prime Placement
VIP Seating	✗	✗	2 guests	4 guests	6 guests	10 guests
Recognition at City Council Meeting	✗	✗	✗	✓	✓	✓
Logo Larger than Subsequent Sponsors	✗	✗	✗	✓	✓	✓
2 Stage Seats at Opening Ceremony	✗	✗	✗	✗	✗	✓
Logo featured on Westminster Local TV Channel	✗	✗	✗	✗	✗	✓
Complimentary Booth at 2024 Fall Festival	✗	✗	✗	✗	✗	✓





# 2024 Westminster Tet Parade Sponsorship Form



COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY, STATE ZIP: \_\_\_\_\_

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 completed form and donation to:**

**Community Services & Recreation Department**  
**Attn: *Tet Parade***  
**8200 Westminster Blvd.**  
**Westminster, CA 92683**

**Make checks payable to: *City of Westminster***  
**To pay by credit card, please call: (714) 895-2860**



**For sponsor packages that include a logo and/or color ad, please submit by email in **PNG** or **JPEG** format to [TetParade@westminster-ca.gov](mailto:TetParade@westminster-ca.gov) no later than **January 18th**. Contact the Community Services & Recreation Department for dimensions.**



# CITY OF WESTMINSTER

## PARTICIPANT AGREEMENT AND WAIVER AND RELEASE OF LIABILITY

I, \_\_\_\_\_ (Full legal name), desire to participate in **2024 Tet Parade**, (the "Activity").

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

1. **Assumption of Risk.** I fully understand and agree that: (a) recreational and fitness activities and use of City facilities (cumulatively "recreational activities") have inherent risks, dangers, and hazards and such exists in my use, and/or my minor child(ren)'s use, of any equipment and my participation in these activities; (b) my participation, and/or my minor child(ren)'s participation, in such activities and/or use of such equipment may result in injury or illness including, but not limited to bodily injury, communicable disease, strains, fractures, partial and/or total paralysis, death, or other ailments that could cause serious disability; (c) City facilities are open and generally accessible to members of the public; (d) my and/or my minor child(ren)'s and/or other users access to City facilities and/or placement, storage or accessing of property left in City facilities puts such property at a risk of damage, destruction, loss, theft, fire or other casualty; (e) these risks and dangers may be caused by the negligence of the representatives, employees, or volunteers of the City of Westminster, the negligence of the participants, the negligence of others, accidents, breaches of contract, or other causes; (f) my and/or my minor child(ren)'s participation in such activities poses an inherent risk of exposure to COVID-19 and/or other communicable diseases, (e.g., RSV), which can lead to severe illness, prolonged hospitalization, disability and death; and (g) by my participation, and/or my minor child(ren)'s participation, in recreational activities and/or use of equipment, I hereby acknowledge that I am participating of my own free will in the activity and therefore agree to assume all risks and dangers and all responsibility for any losses and/or damages whether caused in whole or in part by the negligence or conduct of the representatives, employees, or volunteers of the City of Westminster.

2. **Medical Release.** I authorize the City of Westminster to provide or cause to be provided such medical treatment to me or my minor child(ren) as may be necessary or appropriate if any injury occurs while I or my child(ren) are participating in the Activity. I further agree to pay any costs incurred as a result of such treatment.

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. **Waiver and Release of Liability.** As lawful consideration for permission to enter City property and/or City facilities for any purpose, including but not limited to observation, use of facilities or equipment, leaving or storage of property, or participating any way, I, and my children, agree 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 Westminster Community Services Department, the City of Westminster, 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 Department or the City of Westminster, or their elected officials, officers, agents, employees, and/or volunteers, or otherwise related to my participation and promise not to sue the Community Services Department, the City of Westminster, or their elected officials, officers, agents, employees, and/or volunteers for any damages I or my minor children 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, including any claims or liability arising from the active negligence of the City, unless otherwise prohibited by law. The parties to this Agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision.



**CITY OF WESTMINSTER**  
**PARTICIPANT AGREEMENT AND WAIVER AND RELEASE OF LIABILITY**

I further agree and understand that all of my rights against the City accruing under Section 1542 of the Civil Code of the State of California are hereby expressly waived to the maximum legal extent. Section 1542 reads as follows: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

I agree that this Waiver and Release of Liability is intended to be as broad and inclusive as is permitted by law. Any provision found to be invalid or unenforceable by a court shall not affect the validity or enforceability of any other provision.

5. Compliance with All Rules. I and my minor children 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.

6. 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 THE ABOVE WAIVER AND RELEASE OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT AND UNDERSTAND ITS TERMS FULLY. I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT AND SIGN FREELY AND VOLUNTARILY OF MY OWN VOLITION.

Participant's Full Legal Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If participant is under the age of 18, a parent or legal guardian must read and also sign this Agreement.

I am the parent or legal guardian of the above-referenced Participant. I have read and I understand the provision of this document, and I consent to the Participant taking part in the activities at the Westminster Recreation and Parks facilities, and I fully enter into and agree to the above Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement.

Printed Name of Parent or Guardian: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_