



2025 TẾT PARADE

SPRING OF RESILIENCY



SPONSORSHIP PACKAGE

SATURDAY, FEBRUARY 1, 2025

📍 BOLSA AVE. BETWEEN MAGNOLIA ST. & BUSHARD ST.

Celebrating the Year of the Snake



TẾT PARADE HIGHLIGHTS

EXECUTIVE SUMMARY

PRESENTED BY: The City of Westminster

DATE: Saturday, February 1, 2025

TIME: Opening Ceremony begins at 8:30 am | Parade begins at 9:30 am

LOCATION: Parade starts at the intersection of Bolsa Avenue and Magnolia Street, proceeds east on Bolsa Avenue, then turns right onto Bushard Street and heads south, ending at Bishop Place.

ATTENDANCE: More than 15,000 people, from seniors to young children and their families, attend the event in person. 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, flyers, cable TV spots, social media, and the official event program.

BENEFITS DETAIL:

- Logo on webpages with hyperlink
- Flyers and banner featuring your brand
- Recognition on WTV and social media platforms

ON-SITE RECOGNITION:

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

FOR MORE INFORMATION

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



2025 TẾT PARADE SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR *(limited to three)*

\$25,000 Sponsor Investment

As a Title Sponsor you will receive:

- Verbal recognition at the Tet Parade Opening Ceremony
- Recognition at a televised City Council Meeting
- Recognition in Recreation Email Newsletters (E-blasts)
- Recognition in City Newsletter (mailed to every household and business in Westminster)
- Logo included on City webpage with hyperlink
- Logo included on Tet Parade flyers and social media posts
- Logo will be larger than subsequent sponsors
- Full page color ad in official Tet Parade program
- Reserved seating for up to ten (10) guests in VIP area
- Event banner with company logo displayed in front of the stage
- Complimentary parade entry with prime placement near the start of the parade
- Invitation to parade day Opening Ceremony with two (2) seats on stage
- Logo showcased on Westminster Local TV Channel
- Complimentary booth at upcoming 2025 Fall Festival

PLATINUM SPONSOR

\$10,000 Sponsor Investment

As a Platinum Sponsor you will receive:

- Verbal recognition at the Tet Parade Opening Ceremony
- Recognition at a televised City Council Meeting
- Recognition in Recreation Email Newsletters (E-blasts)
- Recognition in City Newsletter (mailed to every household and business in Westminster)
- Logo included on City webpage with hyperlink
- Logo included on Tet Parade flyers and social media posts
- Half page color ad in official Tet Parade program
- Reserved seating for up to six (6) guests in VIP area
- Event banner with company logo displayed in front of the stage
- Complimentary parade entry



2025 TẾT PARADE SPONSORSHIP OPPORTUNITIES (CONTINUED)

DIAMOND SPONSOR

\$7,500 Sponsor Investment

As a Diamond Sponsor you will receive:

- Verbal recognition at the Tet Parade Opening Ceremony
- Recognition at a televised City Council Meeting
- Recognition in Recreation Email Newsletters (E-blasts)
- Recognition in City Newsletter (mailed to every household and business in Westminster)
- Logo included on City webpage with hyperlink
- Logo included on Tet Parade flyers and social media posts
- Quarter page color ad in official Tet Parade program
- Reserved seating for up to four (4) guests in VIP area
- Event banner with company logo displayed in front of the stage
- Complimentary parade entry

GOLD SPONSOR

\$5,000 Sponsor Investment

As a Gold Sponsor you will receive:

- Verbal recognition at the Tet Parade Opening Ceremony
- Recognition at a televised City Council Meeting
- Recognition in Recreation Email Newsletters (E-blasts)
- Recognition in City Newsletter (mailed to every household and business in Westminster)
- Logo included on City webpage
- Logo included on Tet Parade flyers and social media posts
- Eighth page color ad in official Tet Parade program
- Reserved seating for up to two (2) guests in VIP area
- Event banner with company logo displayed in front of the stage
- Complimentary parade entry



2025 TẾT PARADE SPONSORSHIP OPPORTUNITIES (CONTINUED)

SILVER SPONSOR

\$2,500 Sponsor Investment

As a Silver Sponsor you will receive:

- Verbal recognition at the Tet Parade Opening Ceremony
- Recognition at a televised City Council Meeting
- Recognition in Recreation Email Newsletters (E-blasts)
- Recognition in City Newsletter (mailed to every household and business in Westminster)
- Company logo included on City webpage
- Company logo included on Tet Parade flyers and social media posts
- Eighth page color ad in official Tet Parade program

BRONZE SPONSOR

\$1,000 Sponsor Investment

As a Bronze Sponsor you will receive:

- Verbal recognition at the Tet Parade Opening Ceremony
- Recognition at a televised City Council Meeting
- Recognition in Recreation Email Newsletters (E-blasts)
- Recognition in City Newsletter (mailed to every household and business in Westminster)
- Company name included on City webpage
- Company name included on Tet Parade flyers and social media posts

IN-KIND SPONSOR

For in-kind sponsorship opportunities, email
TetParade@westminster-ca.gov or call (714) 895-2860.



2025 TET PARADE SPONSOR BENEFITS

Benefit	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Diamond \$7,500	Platinum \$10,00	Title \$25,000
Recognition at Tet Parade Opening Ceremony	✓	✓	✓	✓	✓	✓
Recognition at City Council Meeting	✓	✓	✓	✓	✓	✓
Recognition in Recreation Email Newsletter (E-blasts)	✓	✓	✓	✓	✓	✓
Recognition in City Newsletter	✓	✓	✓	✓	✓	✓
City Webpage	Company Name	Company Logo	Company Logo	Company Logo w/ hyperlink	Company Logo w/ hyperlink	Company Logo w/ hyperlink
Tet Parade Flyers & Social Media Posts	Company Name	Company Logo	Company Logo	Company Logo	Company Logo	Company Logo
Color Ad in Official Tet Parade Program	✗	Eighth Page	Eighth Page	Quarter Page	Half Page	Full Page
Reserved Seating for Guests in VIP Area	✗	✗	2 guests	4 guests	6 guests	10 guests
Banner with logo	✗	✗	✓	✓	✓	✓
Complimentary Parade Entry	✗	✗	✓	✓	✓	✓
Invite to Opening Ceremony with Seats on Stage	✗	✗	✗	✗	✗	✓
Logo showcased on Westminster Local TV Channel	✗	✗	✗	✗	✗	✓
Complimentary Booth at 2025 Fall Festival	✗	✗	✗	✗	✗	✓

For sponsorship packages featuring your company logo and a color ad in the Official Tet Parade Program (Title, Platinum, Diamond, Gold, and Silver sponsors), please send your artwork via email in PNG or JPEG format to TetParade@westminster-ca.gov by January 6, 2025.

For ad dimensions, please visit the Tet Parade page on the City website at www.westminster-ca.gov or email TetParade@westminster-ca.gov.

2025 TET PARADE SPONSORSHIP FORM

Company Name:

Address: City: State: Zip:

Contact Person:

Phone: Email:

: :

SPONSOR LEVEL/AMOUNT:

TITLE | \$25,000 PLATINUM | \$10,000 DIAMOND | \$7,500

GOLD | \$5,000 SILVER | \$2,500 BRONZE | \$1,000

IN-KIND SPONSOR:

Please return completed **Sponsor Form, Waiver** and **Payment** by email, mail, or in-person:

Email: TetParade@westminster-ca.gov

Mail or In-Person:

Community Services and Recreation Department
Attn: **Tet Parade**
8200 Westminister Blvd.
Westminister, CA 92683

Make checks payable to: **City of Westminister**

To pay by credit card, please submit enclosed credit card authorization form or call (714) 895-2860.

Sponsors with included entry in the parade (Title, Platinum, Diamond, and Gold), will also need to submit a Parade Participant Application: [Link to Application](#)

Thank You



2025 TẾT PARADE CREDIT CARD AUTHORIZATION FORM

Payment Amount

Name on Card

Credit Card Number

Expiration Date CW

Signature Date

By signing this form, I authorize the City of Westminster to charge my credit card above for the specified amount.

Following payment, this document will be securely discarded.

To Submit Form:

Please return completed **Sponsor Form, Waiver** and **Payment** by email, mail, or in-person:

Email: TetParade@westminster-ca.gov

Mail or In-Person:

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

To pay by credit card, please submit credit card authorization form or call (714) 895-2860.



CITY OF WESTMINSTER PARTICIPANT AGREEMENT AND WAIVER AND RELEASE OF LIABILITY

I, _____ (Full legal name), desire to participate in **Tet Parade 2025**, (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.

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. Recording of In-Person/Virtual Activities. I understand and agree that 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 photographic 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.

6. 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.

7. 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.

Parent/Legal Guardian Name: _____

Signature: _____

Date: _____