



GREEN BAY

HMOOB NEW YEAR COMMITTEE

CELEBRATING CULTURE. EMPOWERING YOUTH. STRENGTHENING COMMUNITY.

[Date]

[Donor Name]

[Donor Business]

[Address]

[City, State ZIP]

Dear [Name],

Last year, the inaugural Green Bay Hmoob New Year brought together over 6,000 attendees and generated an estimated **\$180,000–\$300,000 in local economic activity**, supporting small businesses, attracting regional visitors, and strengthening the local economy.

As detailed in the enclosed Impact Report, the event also produced nearly \$50,000 in total event value, demonstrating both strong community engagement and measurable economic impact.

Because of this success, we are expanding in 2026.

We invite you to partner with us for the 2026 Green Bay Hmoob New Year, taking place:

SATURDAY, OCTOBER 10, 2026 *to* **SUNDAY, OCTOBER 11, 2026**

at the University of Wisconsin–Green Bay Kress Events Center, along with an expanded series of summer sports and cultural programming designed to engage youth and attract regional audiences year-round.



Please see the attached **2025 Impact Report** for full event outcomes and metrics.

WHY THIS MATTERS



Thousands of attendees across Wisconsin and surrounding states



60+ small businesses and vendors



Youth, athletes, performers, and families across generations



Economic impact that strengthens our local community



A celebration of heritage, unity, and opportunity

SPONSORSHIP OPPORTUNITY

We are currently securing sponsors at the \$1,000 to \$10,000+ level, with opportunities for customized partnerships based on your organization's goals.

As a sponsor, you will receive:

- High-visibility brand placement across event signage and promotions
- Direct engagement with a large, multi-generational audience
- Alignment with a trusted, high-impact community initiative

NEXT STEPS

We are finalizing sponsor placements for early promotional materials and would love to include your organization.

Would you be open to a brief 15-minute conversation next week to explore a potential partnership?

Please contact me directly at christina@greenbayhmoobnewyear.com or (920) 944-5630. I would be happy to provide additional information or answer any questions.

2025 EVENT BY THE NUMBERS



6,000+

ATTENDEES

from Wisconsin and surrounding states



\$180K – \$300K

ESTIMATED ECONOMIC IMPACT

Supporting local businesses, visitors, and the regional economy



\$49,193

TOTAL EVENT VALUE

Includes \$16,495 in in-kind contributions



\$13,105

IN EARNED TICKET REVENUE

from our Night Party



SPONSORSHIP PAYMENT INFORMATION

Sponsorships will be administered through our fiscal sponsor.

Checks may be mailed to:

2474 Hazelwood Lane
Green Bay, WI 54304

Please make checks payable to:

Maiv Passion Foundation Ltd.

Memo: 2026 Green Bay Hmong New Year



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Green Bay Hmoob New Year