



# GREEN BAY HMONG NEW YEAR 2026

## Sponsorship Opportunities

The Green Bay Hmong New Year is a vibrant celebration of culture, tradition, and community. Your sponsorship helps us create an unforgettable experience while supporting cultural preservation, youth programs, and community initiatives.

| SPONSORSHIP BENEFITS                                | PRESENTING SPONSOR<br>\$15,000 | PLATINUM<br>\$7,500 | GOLD<br>\$5,000 | SILVER<br>\$2,500 | COMMUNITY<br>\$1,000 |
|---|--------------------------------|---------------------|-----------------|-------------------|----------------------|
| Premier logo placement on event marketing materials | ✓                              | ✓                   | ✓               | ✓                 |                      |
| Logo placement on stage LED/banner signage          | ★ LARGE                        | ★                   | ★               | ★                 |                      |
| Recognition on social media & website               | ★ FEATURED                     | ★ FEATURED          | ✓               | ✓                 | ✓                    |
| Verbal recognition during the stage program         | MULTIPLE MENTIONS              | ✓                   | ✓               | ✓                 |                      |
| Vendor booth space included                         | 3 BOOTHS                       | 2 BOOTHS            | 1 BOOTH         | 1 BOOTH           |                      |
| Priority vendor booth placement                     | ✓                              | ✓                   | ✓               |                   |                      |
| Business logo on volunteer/staff shirts             | ✓                              | ✓                   | ✓               |                   |                      |
| Inclusion in media, radio, and press promotions     | ★ PRIORITY                     | ✓                   | ✓               |                   |                      |
| Opportunity to provide branded giveaway items       | ✓                              | ✓                   | ✓               |                   |                      |
| VIP seating / hospitality access                    | ✓                              | ✓                   |                 |                   |                      |
| Dedicated sponsor spotlight post                    | ✓                              | ✓                   |                 |                   |                      |
| Stage speaking opportunity                          | ✓                              |                     |                 |                   |                      |



### EVENT INFORMATION

Green Bay Hmong New Year 2026  
 UW-Green Bay Kress Events Center  
 October 10-11, 2026



### AUDIENCE REACH

- Thousands of attendees across two days
- Families and visitors from across Wisconsin and neighboring states
- Strong engagement with Hmong-owned businesses, youth organizations, and cultural groups
- Extensive social media and community promotion leading up to the event



### BECOME A SPONSOR

We welcome businesses, organizations, foundations, and community partners who want to invest in cultural celebration and community impact.

- [info@greenbayhmongnewyear.com](mailto:info@greenbayhmongnewyear.com)
- Green Bay Hmong New Year
- [www.greenbayhmongnewyear.com](http://www.greenbayhmongnewyear.com)

Sponsorship opportunities available on a first-come, first-served basis.