

## Be a Sponsor at the Chinatown Yè Shì Night Market

PCDC is proud to bring you the 7<sup>th</sup> annual CHINATOWN NIGHT MARKET Yè Shì, on **Thursday, October 12<sup>th</sup>, 2017**. Based on the popular open air markets popular in Asia, the Yè Shì is one of Philadelphia's largest food festivals. The event brings the different flavors of Asia, Philadelphia, and beyond to the community in a night of food and entertainment.

In 2016, PCDC successfully brought in over **20,000 attendees and over 60 vendors**. The popularity of the event translates to approximately \$11.4 million in economic impact, supporting over 100 jobs, and generating \$134,000 in city tax revenues. The Yè Shì has also been a great incubator for emerging businesses trying to find a foothold in the area.

“The Ye Shi Chinatown Night Market is not only a spectacular night on the town, but it is an opportunity for exposure and growth for the community. The city’s widely diverse array of culture, cuisine, arts and entertainment will be on full display.”

– METRO US

“The Night Markets have brought food trucks to neighborhoods across Philadelphia- showcasing the city’s entrepreneurs and stimulating economic activity in local communities.”

– U.S. SENATOR OF PENNSYLVANIA, BOB CASEY

“Shoppers can expect a lot more than a market – this festival offers an intimate Philly experience and celebrates a diverse collection of cuisine.”

– EVERFEST

“The super-popular festival highlights the city’s amazing dining scene by inviting more than 50 food trucks and a number of neighborhood restaurants to serve up food and drinks alfresco for crowds.”

– UWISHUNU PHILADELPHIA



### Why CHINATOWN NIGHT MARKET Yè Shì in Philadelphia?

- **POPULAR** – Be part of the largest and most popular event of the season, and attract Millennials, families, foodies, tourists, and small business owners
- **LOCAL** – Contribute to the local community and economy, and connect directly with consumers and small businesses. Demonstrate your company’s commitment to localism, sustainability, diversity, and economic development

- CONSUMER TRUST & LOYALTY – With seven years of night market hosting experience, PCDC has created a brand for itself and has been able to attract thousands of new and returning consumers to our event
- VISIBILITY – Receive wide coverage even before the event through PCDC’s newsletter network, website, and social media (totaling over 40,000 people)

## 2017 Chinatown Night Market Yè Shì Sponsorship Opportunities

### Main Course Sponsor: \$10,000

- Acknowledged as Presenting Sponsor in all printed PCDC’s Chinatown Night Market Yè Shì materials
- Logo on headliner banner displayed during and prior to event
- Premier logo placement and link on the Chinatown Night Market Yè Shi page and recognition on PCDC website
- Premier logo placement on all printed event materials (postcards, posters, newsletter)
- Two tents and tables at Night Market Yè Shì
- Opportunity to provide co-branded giveaway items for the event
- (10) Food vouchers to select vendors



### Dessert Sponsor: \$5,000

- Two promotional banners along the perimeter of the event (provided by sponsor)
- Tent and table at Night Market Yè Shì
- Prominent logo placement on all printed event materials (poster, postcards and newsletter)
- Prominent logo placement and link on the Chinatown Night Market Yè Shi page and recognition on PCDC website
- Opportunity to provide branded give away items for the event
- (4) Food vouchers to select vendors



### Appetizer Sponsor: \$3,500

- One promotional banner along the perimeter of the event (provided by sponsor)
- Tent and table at Night Market Yè Shì
- Sponsor logo placement and link on the Chinatown Night Market Yè Shi page and recognition on PCDC website
- Opportunity to provide branded give away items for the event
- Logo on printed event materials



### Side Dish Sponsor: \$2,000

- Tent and Table at Chinatown Night Market Yè Shì
- Logo placement and link on the Chinatown Night Market Yè Shi page and recognition on PCDC website
- Logo on printed event materials





## 2017 Chinatown Night Market Yè Shì Sponsorship Registration

Sponsorship commitments are due by Friday, August 4<sup>th</sup>, 2017

**Please return registration form to:** PCDC, 301 N. 9<sup>th</sup> Street, Philadelphia, PA 19107 or FAX to (215) 922-7232.  
Please make checks payable to Philadelphia Chinatown Development Corporation

Questions? Please contact Lamei Zhang at (215) 922-2156 or [lzhang@chinatown-pcdc.org](mailto:lzhang@chinatown-pcdc.org).  
PCDC is a 501 c(3) non-profit organization. All sponsors are eligible to receive a tax deduction form.

### Please Check One:

- Main Course Sponsor (\$10,000)
- Dessert Sponsor (\$5,000)
- Appetizer Sponsor (\$3,500)
- Side Dish Sponsor (\$2,000)

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Contact Name and Title

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Company/Organization

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Address

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Phone:

Fax:

E-mail:

### 2016 Sponsors CHINATOWN NIGHT MARKET Yè Shì Sponsors:



HSBC Bank USA, NA