

Under the Autumn Moon

Celebrating Renewal in Historic Old Town/Chinatown

*The opening community event celebrating the completion of
NW 3rd and 4th Avenue Streetscape and Festival Streets*

Sponsorship Opportunities and Benefits



**September 29-30 and
October 1, 2006**

You're invited to join the Grand Opening Committee for **Under the Autumn Moon**, a memorable weekend community celebration of the newly designed streets and festival center in the heart of Portland.

The project is the culmination of four years of community planning. The \$5.35 million project is a partnership between the Old Town/Chinatown community, the Portland Development Commission (PDC) and the Portland Office of Transportation (PDOT) to achieve goals laid out in the Old Town/Chinatown Development Plan. The goal of the improvements is to strengthen the identity of this historic district, foster cultural and economic diversity, and promote a vibrant pedestrian environment for commercial, retail and residential uses.

The project area includes NW 3rd and 4th Avenues from West Burnside to NW Glisan, including all cross streets. This area contains two National Historic Registry Districts: the new Chinatown/Japantown Historic District (designated in 1989) and a portion of the Skidmore Old Town Historic District (designated in 1975).

Improvements will include new streets, concrete sidewalks with granite paver accents, the planting of over 100 new street trees (most of Asian origin) and installation of twice as many new streetlights throughout the area. The heart of the project is the construction of two festival streets—NW Davis and NW Flanders—will allow traffic but be easily closed to traffic for neighborhood and city-wide festivals. It is the hope of the committee that this opening festival will be the first of many. The entire project is designed to reflect the rich history and diverse cultures of the district while giving the neighborhood a distinct identity and design.

The committee is eager to share this celebration with the community and to help the neighborhood attract visitors and business investors into the area.

Organizations and individuals who have past and current history in Old Town/ Chinatown comprise the Grand Opening Committee. These organizations include: the **Chinese Consolidated Benevolent Association**, a non-profit organization formed in the late 19th century to assist Chinese individuals and businesses; the **Portland Chinese Times**, an affiliate of the Southern Chinese Newspaper Group; and the **Portland Classical Chinese Garden** whose mission is to inspire, engage and educate the global community in the richness of Chinese culture. In addition, the many ethnic communities that have history in the neighborhood such as the Greek, Japanese, Jewish, Roma and others are involved and support the festival.

With the support of Portland Department of Transportation, the Portland Development Commission and the Old Town/Chinatown Neighborhood Association, this opening event promises to be the first of many festivals of multi-cultural celebration honoring the past, present and future of Old Town/Chinatown.

Grand Opening Committee

Monica Beemer	Executive Director, Sisters of the Road
David Davies	Portland Development Commission
Gloria Lee	Executive Director, Classical Chinese Garden
Louis Lee	Local businessman
Evelyn Liu	Chinese Consolidated Benevolent Assn
Rebecca Lui	Chinese Consolidated Benevolent Assn.
Brian McCarl	Chinatown Investors
Jim Meanea	Chinese Consolidated Benevolent Assn.
Rosaline Hui	Portland Chinese Times
Charles Hui	Portland Chinese Times
Betty Jean Lee	Community representative
Carol McCreary	OTCT Neighborhood Association
Judy Margles	Executive Director, Jewish Museum
Julie Rawls	Portland Development Commission
June Schumann	Oregon Nikkei Legacy Center
Steven S. Ying	President, Chinese Consolidated Benevolent Assn.

Event Description

Historically, Old Town/Chinatown was home to many diverse communities including Chinese, Japanese, Greek, Jewish and Scandinavian. The opening celebration will incorporate these many cultures, reveling in the rich cultural and historical significance of this vibrant neighborhood.

The timing of **Under the Autumn Moon** coincides with the traditional Mid-Autumn Festival—one of the most celebrated Chinese holidays. Similar to harvest festivals celebrated by many cultures around the world, the Moon festival has been held throughout Asia for well over 1,000 years and has become a time to reflect upon the bounty of the summer harvest among other things.

The heart of the festivities will take place at the newly designed festival center streets on NW Davis and Flanders between the renovated NW 3rd and 4th Avenues. Open air markets, multi-cultural music and dance, fireworks, a spectacular mid-Autumn parade, an international food area, craft activities among other things will highlight the history and culture of this area. Those who attend will discover and re-discover the businesses and services that have sprung up in the neighborhood and discover why this area is a center for entertainment, restaurants, a world-renowned garden, shops, Saturday Market and a number of cultural and historical events and organizations.

In addition, to commemorate the opening of the new festival streets in Chinatown, Portland's most significant Mid-Autumn festival—produced by the Portland Chinese Times—will move their annual event held in southwest Portland back to the downtown area. Combining these two events will serve to unite the community in the spirit of collaboration and create an even more substantial celebration.

Sponsorship Opportunities and Benefits

Dragon Rider: Presenting Sponsor (one available)

\$20,000

The presenting sponsor will benefit from prominent name recognition and top-name placement on all program materials as well as receive the following:

- Prominent logo placement on all event collateral including, but not limited to: Signage, banners, advertising, and commemorative poster
- Opportunity to provide a speaker for the Ribbon Cutting Event on Friday evening, Sept. 15 along with local dignitaries and members of PDC
- 20 invitations to attend a special reception at the Classical Chinese Garden following the Ribbon Cutting event
- 100 tickets to the Classical Chinese Garden to be used at any time
- Free booth space at the festival
- Complimentary ad in the Portland Tribune special insert section
- Complimentary 1/2 page print ad in Portland Chinese Times with translation
Value: \$1,000
- VIP seating at Main Stage area and fireworks display

World Mainstage Sponsors (2 available)

\$10,000

Each supporting sponsor will benefit from significant name placement as well as receive the following:

- Logo placement on all event collateral including but not limited to: Signage, banners, advertising and posters
- 10 invitations to attend a special reception at the Classical Chinese Garden reception following the Ribbon Cutting Ceremony
- 50 tickets to the Classical Chinese Garden
- Complimentary 1/4 page print ad in Portland Chinese Times with translation
- Value: \$500
- Free booth space at the festival
- Logo placement on all advertising, banners and special commemorative poster.

Dim Sum and Then Some: Food Area Sponsor

\$ 5,000

The Old Town/Chinatown neighborhood is rich with ethnic cuisine. This area of the festival will feature multi-cultural food booths and cooking demonstrations to give attendees a chance to taste many different foods. Sponsors will receive name recognition for the area they are sponsoring in addition to the following:

- Free booth space at the festival in the area of their sponsorship
- 6 invitations to the Classical Chinese Garden reception after the Ribbon Cutting
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

Culture and History: Sponsor

\$5,000

This area will highlight the many cultures that comprise our community and feature interactive and educational displays such as: Martial Arts demonstrations, Asian storytelling, Jewish history, silk embroidery, Greek culture and more. Sponsors will receive name recognition for the area they are sponsoring as well as the following:

- Free booth space at the festival in the area of their sponsorship
- 6 invitations to the Classical Chinese Garden reception after the Ribbon Cutting
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

Global Bazaar Sponsor

\$5,000

An Asian farmer's market, Chinese herbs and teas, and various retail vendors from the neighborhood will create a colorful and bustling shopping area at the festival. Sponsors will receive name recognition for the area they are sponsoring as well as the following:

- Free booth space at the festival in the area of their sponsorship
- 6 invitations to the Classical Chinese Garden reception after the Ribbon Cutting
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

Community Group Pavilion

\$5,000

The Old Town/Chinatown area is home to many community service agencies who serve the entire city. These agencies will be highlighted in a special area of the festival, along with neighborhood programs. Sponsors will receive name recognition for the area they are sponsoring as well as the following:

- Free booth space at the festival in the area of their sponsorship
- 6 invitations to the Classical Chinese Garden reception after the Ribbon Cutting ceremony
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

Mid-Autumn Parade

\$5,000

Portland's annual Mid-Autumn parade will take place opening weekend and attract thousands to see the spectacular display. Highlighting the multi-cultural parade will be two giant colorful dragons, lions, and Chinese dancers. Sponsors will receive name recognition for the area they are sponsoring as well as the following:

- Free booth space at the festival in the area of their sponsorship
- 6 invitations to the Classical Chinese Garden reception after the Ribbon Cutting ceremony
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

The Big Picture: Movie Night on NW Flanders

\$3,500

On Saturday evening, a large inflatable movie screen will be placed on NW Flanders Street for a mid-Autumn movie night, featuring a popular film such as Crouching Tiger, Hidden Dragon. Sponsor will receive name recognition for the area they are sponsoring, as well as the following:

- Free booth space at the festival in the area of their sponsorship
- 4 invitations to the Classical Chinese Garden reception after the Ribbon Cutting ceremony
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

Fireworks Sponsor**\$5,000**

Sponsors of an evening fireworks display (evening TBD), will receive the following:

- Free booth space at the festival in the area of their sponsorship
- 4 invitations to the Classical Chinese Garden reception after the Ribbon Cutting ceremony
- Name placement on all advertising, brochures, banners in the particular area of sponsorship

Market Sponsor**\$2,500**

Contributing supporters will benefit from the weekend in style and with generous recognition

- Free booth space at the festival
- Classical Chinese Garden reception after the Ribbon Cutting

Neighborhood Supporters**\$250-\$1,000**

- Free space at the general information booth
- Name on assorted collateral