



Overview of COSA Fest

Festival Name: COSA Fest (Colors of Southeast Asia)

Date: June 7, 2025

Location: Brooklyn Park, Minnesota

Theme: WOVEN – Celebrating 50 years of Southeast Asian contributions in Minnesota through intergenerational and cross-cultural connections.

Mission Statement: COSA Fest is a community-driven event showcasing the resilience, creativity, and cultural contributions of Southeast Asians in Minnesota through storytelling, food, performances, and immersive experiences.

Festival Highlights & Programming

- **Performances & Speakers:** Cultural leaders, musicians, dancers, and storytellers sharing their experiences and traditions.
- **Cultural Exhibits:** Interactive showcases of traditional crafts, textile arts, and storytelling activities.
- **Food Market:** Featuring authentic Southeast Asian cuisine from local chefs and family-owned vendors.

- **Vendor Marketplace:** A curated selection of artisans and small businesses.
 - **Community Engagement Activities:** Structured and Unstructured spaces for connection and cultural dialogue.
-

Key Messages

1. **Honoring 50 Years of Southeast Asian Presence in Minnesota:** COSA Fest celebrates the journey of Southeast Asian refugees and immigrants who resettled in Minnesota, contributing to the state's cultural and economic landscape.
 2. **WOVEN Theme:** Highlighting how traditions, stories, and relationships interconnect across generations and cultures.
 3. **Community-Led and Inclusive:** Organized by the community for the community, welcoming everyone to celebrate and engage with Southeast Asian culture.
 4. **Hands-On & Immersive Experiences:** Providing opportunities for attendees to actively participate in storytelling, crafts, and culinary experiences.
-

About the Organizers

COSA Fest Organizing Committee: A collective of community leaders, artists, vendors, and cultural advocates dedicated to preserving and promoting Southeast Asian heritage in Minnesota.

Key Contacts:

- Chris Xiong, COSA Fest Committee Member
chris.xiong@brooklynpark.org | 763-315-8466

Stay connected!

- www.brooklynpark.org/cosa-fest | bit.ly/cosafest
 - Facebook: @BrooklynParkMN
 - Instagram: @cityofbrooklynpark
 - GovDelivery: www.brooklynpark.org/subscribe
-

Sponsorship Opportunities & Audience Reach

COSA Fest offers diverse sponsorship opportunities for businesses and organizations seeking to engage with a **multicultural audience and demonstrate community support**.

Audience Demographics:

- Southeast Asian Americans (Lao, Hmong, Vietnamese, Cambodian, Burmese, Karen, etc.)
- Multigenerational families
- Cultural enthusiasts and local residents
- Estimated Attendance: 3,000 – 5,000+ attendees

Sponsorship Benefits:

- **Brand Visibility:** Logo placement on promotional materials, signage, and digital content.
 - **Co-Branded Promotional Content:** Joint social media campaigns and branded shout-outs.
 - **On-Site Engagement:** Opportunities for sponsor booths, demonstrations, and speaking engagements.
 - **Media & PR Coverage:** Inclusion in press releases, media kits, and event recaps.
-

FAQ for Media & Sponsors

What is COSA Fest?

COSA Fest (Colors of Southeast Asia) is a cultural festival celebrating 50 years of Southeast Asian contributions to Minnesota through storytelling, food, performances, and art.

Why is COSA Fest significant?

The festival commemorates the journey of Southeast Asian refugees who resettled in Minnesota after the Vietnam War, highlighting their cultural impact and contributions to the state's economy, arts, and communities.

Who can attend COSA Fest?

COSA Fest is open to everyone and encourages people from all backgrounds to engage with and appreciate Southeast Asian culture.

How can media access the event?

Press passes and interview opportunities are available. Contact **Cynthia Moua** (cynthia.moua@brooklynpark.org | 763-229-8523) for credentials.

How can sponsors and partners get involved?

Sponsors and partners can support COSA Fest through various levels of sponsorship, co-branded promotional content, and collaborative activations. Contact **Chris Xiong** (chris.xiong@brooklynpark.org | 763-315-8466) for more information.

Media Access & Coverage Opportunities

- **Live Interviews:** Organizers, performers, and sponsors available for interviews.
 - **Photo & Video Access:** Vibrant cultural performances, traditional crafts, and Southeast Asian cuisine.
 - **Questions?** Contact Cynthia Moua (cynthia.moua@brooklynpark.org | 763-229-8523)
-

Downloadable Assets

- [Festival Logo & Branding Assets](#)
 - [Festival Promotional Graphics](#)
 - [Sponsorship Deck](#)
 - [Press Releases & Contact Information](#)
-

Call to Action

To arrange interviews, press credentials, sponsorship inquiries, or further information, please contact:

Cynthia Moua
COSA Fest Communications Committee Member
cynthia.moua@brooklynpark.org
763-229-8523

We look forward to your coverage of COSA Fest 2025 and celebrating the vibrant stories of Southeast Asian communities in Minnesota!