



Colors of Southeast Asia Fest

Sponsorship Packet





Join us in celebrating 50 years of Southeast Asian livelihood in Minnesota

Colors of Southeast Asia (COSA) Fest's theme is ***Woven***, which aims to strengthen intergenerational and cross-cultural connections through a very intentional event that will be memorable for attendees and vendors alike. We want to honor the past and illuminate the future through engaging and family-friendly experiences, welcoming everyone from all walks of life. The program will feature the wisdom of Southeast Asian community leaders, artists, and entrepreneurs, and their stories of beauty and strength of their community through food, presentations, and performances.

W O V E N



Supporting Minnesota's Southeast Asian story

Your support will be key to the commemoration and the strengthening of a demographic essential to the Minnesotan story. Throughout the decades, Southeast Asians have contributed to the local workforce, their entrepreneurial spirit leading to thriving and unique businesses that enhance our local economy. They've enriched Minnesota's cultural tapestry through vibrant festivals, culinary offerings, and artistic expressions. This community has been pivotal in fostering unity and abundance, and we look to you to sustain this energy.





What to expect: **ACTIVITIES**

Storytelling with vendors

Taking inspiration from the game *We're Not Really Strangers*, we'll design an activity to build deeper connections through prompts and questions relevant to our community, and encourage the storytelling of beautiful lived experiences across generations.

Craft making + showcasing

SEA cultures are steeped in hand-craftsmanship. We'll foster greater cultural awareness by inviting people to witness and engage in our craft stations, where we can demonstrate cultural artmaking and practices (e.g., regional textiles, jewelry making, etc.)

Spontaneous connection

Unstructured time makes room for unexpected joy and spontaneous connection. We will set up low-engagement activities around the park to let attendees simply hang out and give them agency to find their place.



What to expect:

WHO & WHAT WILL BE THERE

Vendors

COSA Fest will feature a curation of vendors representing the diversity and craftsmanship of the Southeast Asian diaspora. Attendees can expect a vibrant marketplace filled with artisans showcasing traditional and contemporary crafts. Local entrepreneurs and small businesses will offer unique goods, allowing festivalgoers to take home a piece of the rich heritage being celebrated.

Performers + Speakers

The festival stage will come alive with performances that span generations and traditions. Thought-provoking speakers—from community leaders, artists, and storytellers—will speak of heritage, resilience, and the power of intergenerational connection. COSA Fest is committed to spotlighting voices that inspire and challenge us to think about the future of our cultural landscape.

Food

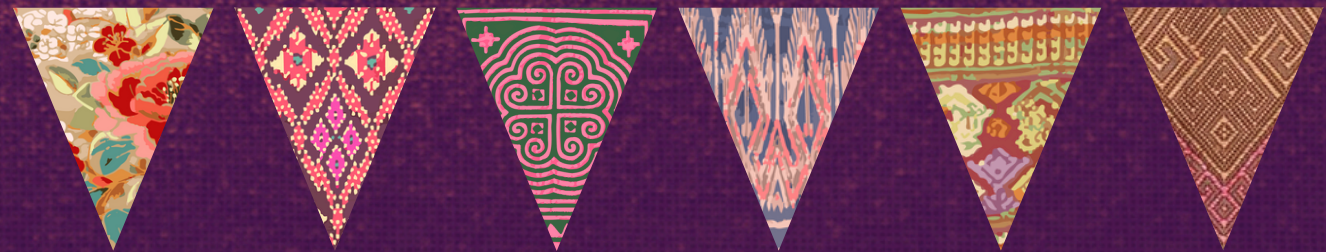
No Southeast Asian celebration is complete without its vast culinary traditions. We will bring together local chefs, beloved family-run restaurants, and innovative food vendors offering everything from sizzling street food favorites to comforting homestyle dishes. Guests can experience bold flavors, fragrant spices, and time-honored recipes while learning about them.



Organizing Committee



Sponsorship Levels



Legacy Sponsor
\$2,500+

Heritage Sponsor
\$1000

Cultural Champion
\$500

Community Partner
\$250

Vendor
\$100

Non-Profit Vendor
\$50

Tabling opportunity
(Day of event)



Logo on Event Banner/Signage
(Day of event)



Logo on Event Flyer
(Pre-event)



Logo on Social Media Event Promotion
(Pre-event)



Logo Spotlight in E-Newsletter
(Pre-event)



Sponsor Perks
(Day of event)



A La Carte Sponsorships: We also offer custom sponsorship opportunities to enhance your brand presence at COSA Fest. Please reach out to find out more.

Our Reach

City of Brooklyn Park's Reach (2024)

Sponsorship Opportunities
45+

Single Event Attendance
300–5,000+

Total Annual Attendance
25,000+

Park Pages Households
34,000+

Email Subscribers
20,000+

Instagram/Facebook Followers
20,000+

City of Brooklyn Center's Reach

City Newsletter Households
12,000+

Email Subscribers
4,800+

Social Media Followers
20,000+





Will you take part in history in the making?

To meet our printing and marketing timeline, all sponsorships
need to be received no later than May 16th, 2025.
Contributions are tax-deductible.

Sponsorship Contact:

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Website:

bit.ly/cosafest