

Seize the opportunity  
to reach the Chinese community  
with your message.

This year's Chinatown Mall  
Culture Fair, "Bridging the Past  
to the Future," will be a day of  
culture and fun.



To make a charitable contribution to the  
Chinatown Mall Culture Fair  
make your check or money order payable to:

### Gifts to Share / CMR

Mail your check to:  
Lillie Yee-Shiroi  
2009 Chinatown Mall Culture Fair  
PO Box 221155  
Sacramento, CA 95822

Gifts to Share, Inc./CMR is a  
501 (c) 3 non-profit organization.  
Federal Tax Number 94-2985546

For more information on the  
Chinatown Mall Culture Fair  
"Bridging the Past to the Future"

Contact:

Lillie Yee-Shiroi  
916-392-4829  
lyshiroi@comcast.net

Chinatown Mall



Culture Fair Committee

visit online at [www.yeechow.com](http://www.yeechow.com)

427 Chinatown Mall, Sacramento, California 95814

The mission of the  
Chinatown Mall Culture Fair Committee  
is to promote the Chinatown Mall and  
Downtown Sacramento as a destination  
where families may come to enjoy arts and  
entertainment as well as learn about  
the cultural and historical heritage  
of our Asian community.

Indeed, the Chinatown Mall  
Culture Fair build's on the city's  
ongoing effort to revitalize Sacramento's  
urban core into a safe, livable, sustainable  
environment with a vibrant mix of social  
and cultural activities.

The City of Sacramento  
and the  
**Chinatown Mall Culture Fair Committee**  
invite you to participate in the

## Chinatown Mall Culture Fair



Bridging  
the Past  
to the  
Future

Sacramento Chinatown Mall  
3rd - 5th and I - J Streets

Sunday, September 27, 2009  
11am - 4 pm

## Stage Programs

- Lion Dance
- Chinese Martial Arts
- Chinese Music and Dances
- Chinese Fashion Show

## Special Programs

- Hear Author's Stories from Chinatown
- Experience Angel Island Immigrant Station
- Enjoy the delicious Harvest Mooncakes
- Visit the Sun Yat-sen Memorial Museum

## Community Services

- Energy Conservation Resources
- Health and Social Services Information
- Explore Chinese Medicine

## Demonstrations and Hands On Activities

- Calligraphy
- Chinese Chess
- Origami
- Tai Chi
- Chinese Lanterns
- Chinese Cooking
- Mahjong

## Exhibit Booths

- Chinese Music, Videos, and Books
- Chinese Food, Herbs, and Snacks
- Games and Toys
- Cosmetics and Accessories
- Chinese Arts and Crafts
- Corporate Information
- Organizational Information

**Children Games,  
and More**



This is a rare opportunity to reach a market segment that demographic data indicates above average income level, home ownership, college education, and travel.

## Sponsorship Levels

### Platinum - \$3000

Booth of your choice and banner at one of the Chinatown Mall entrances

### Gold - \$2000

Booth at prime location and poster displayed

### Silver - \$1000

Booth at a quality location

### Bronze - \$500

Booth at a good location

All sponsors will be acknowledged in the event program and announced on stage.

### Booth Rental - \$100

with no display or stage promotion

## Past Sponsors Include:

Confucius Church  
of Sacramento

Friends of the  
Yee Fow Museum

Ong Ko Met Association

Organization of  
Chinese Americans,  
Sacramento Chapter

Sacramento Capitol  
Lions Club

City of Sacramento

Sacramento Convention  
and Visitors Bureau

Downtown Sacramento  
Partnership

Sun Yat-sen  
Memorial Museum

The Wong Center

World Journal

APAPA

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Eastwind Books