



Post Office Box 5567

Marysville, CA 95901

www.BokKaiFestival.com

Ni Hao! (*that means Hello in Chinese*)

For more than a century, the Yuba-Sutter community has supported and been a part of the Bok Kai Festival. Over the years, it has grown significantly and today, it's a weekend-long celebration with more than 20,000 participants.

The parade was first held in Marysville 130 years ago in 1880. The Bok Kai Festival includes the famous Bok Kai Parade (California's oldest continuous parade), festivities throughout the weekend celebrating Marysville's Chinese heritage, and a traditional Bomb Day celebration. 2011 is the Year of the Rabbit.

We are writing to ask for your support in hosting the 131st Bok Kai Festival on March 5 & 6, 2011 in downtown Marysville. We have enclosed several sponsorship levels for your consideration and the benefits of each level of sponsorship. Sponsorships begin at \$100 and include benefits for all levels.

Because of the extensive advertising and coordination for the 131st Bok Kai Festival, we must have all sponsors committed by January 15, 2011, with final payment due by February 15, 2011. We are available to come and present a proposal to you personally if you would prefer and higher levels of sponsorships with additional benefits are also available.

Thank you for your consideration and support of this important community event. If you would like more details, please contact Lily Noonan, Marketing Director, at (530) 742-6666 or via email to bokkai@rocketmail.com

Sincerely,

Lily N.

Lily Noonan
Marketing Director
131st Bok Kai Festival

p/s – Visit our website at **www.BokKaiFestival.com** to learn more about the Festival and download parade applications!