



NEW YORK
CHINESE
CULTURAL
CENTER
新苗文藝中心



NYCCC 2018 GALA SPONSORSHIP PACKAGE

THURSDAY, NOVEMBER 15, 2018

6:30 pm - 9:00 pm

HWA YUAN

42 E Broadway, New York, NY 10002

SPONSORSHIP PACKAGE

New York Chinese Cultural Center (NYCCC) cordially invites you to our annual Gala on November 15, 2018. As a leading cultural and educational nonprofit institution in New York City, NYCCC has been sharing the beauty and rich history of the Chinese arts throughout New York City and the country for over 44 years. In 2017, NYCCC reached over 156,000 people with our many programs. Our goal is to reach over 1,000,000 people in the next 5 years! Please join us on November 15th to help us achieve our goal and to celebrate what we have accomplished together with our supporters over the past 44 years.

Without the support of our donors and sponsors, we would not be able to carry out our mission of promoting a better understanding and appreciation of Chinese culture through the arts. Our work also helps to keep traditional Chinese arts alive from one generation to the next.

We will also be honoring SupChina for their work in building stronger relations between the U.S. and China through their news reporting on China. As an independent digital media company, SupChina informs and entertains a global audience with accessible content to help people better understand China.

Come join us for a traditional Chinese banquet dinner with live entertainment!



NEW YORK CHINESE CULTURAL CENTER

NYCCC offers low cost or free classes, workshops, art residencies in schools and professional performances throughout the U.S. Our professional dance company, Dance China NY, and our students perform at the Metropolitan Museum of Art, Lincoln Center, SummerStage Central Park, NYC Dance Parade & Festival, Brookfield Place Winter Garden, Queens Botanical Garden, Brooklyn Botanic Garden, Bronx Museum of the Arts, Staten Island Children's Museum, Asian American/Pacific Islander Heritage Festival, Hong Kong Dragon Boat Festival and many other prominent venues. Our events included notable speakers like U.S. Senator Chuck Schumer of New York, Manhattan Borough President Gale Brewer, NYC Council Member Margaret Chin, Consul General of the People's Republic of China in New York Zhang Qiyue, and Mrs. World 2018. We received recognition for the work we do from Governor Cuomo, Senator Kirsten Gillibrand and Assemblymember Yuh-Line Niou. NYCCC served over 10,000 students in New York City's public schools last year with our Arts in Education programs. We often work with communities that have little or no exposure to the arts or different cultures. We also offer weekend classes with students who consistently win local and global competitions. Our award-winning teachers are experts in their craft, receiving recognition from NY Times and America's Got Talent. NYCCC also serves the senior citizens community with workshops, performances and online classes for home-bound senior citizen.

CHINADAILY

中國日報

Chinese new year cultural performances amaze New Yorkers

chinadaily.com.cn | Updated: 2018-02-19 23:20



Lion dance. (Photo by Daniel Lewis for China Daily)

Nearly 5,000 New Yorkers were amazed and delighted by excellent cultural performances to celebrate the Chinese Lunar New Year which fell on February 15 this year. New York has made Chinese New Year a citywide holiday.

On Saturday, the second of the Chinese Lunar New Year of the Dog, New Yorkers responded with a tremendous weekend of celebrations as the New York Chinese Cultural Center hosted an extraordinary series of performances at Manhattan's prestigious Brookfield Place.

The performances included the lion dance, sword dance, silk fan dance, Shaolin kung fu, a ribbon dance, musical performances, and even one performer who juggled umbrellas with her feet. The performance began with an acrobat in a dog costume tumbling through the air to the tune of "Who Let the Dogs Out."



Manhattan's prestigious Brookfield Place was fully packed by enthusiastic New Yorkers on Saturday. (Photo provided to China Daily)

A full hour before performances began, all seats on the first floor were entirely filled, with the crowd filling the stairs and encircling the entire second floor.

ESPN host Cary Chow acted as the emcee, leading the audience in Cantonese shouts of "gong hei fat choi." Consul General Zhang Qiyue of Chinese Consulate General in New York and Geoffrey Sant, president of the Board of Directors of the New York Chinese Cultural Center, together welcomed the crowd to the Year of the Dog. Other speakers included New York Councilwoman Margaret Chin and Gale Brewer, the Manhattan Borough President.



Chinese Consul General Zhang Qiyue (fourth from left) and Geoffrey Sant (second from left), president of the Board of Directors of the New York Chinese Cultural Center, have a group photo taken with performance organizers and participants. (Photo provided to China Daily)

The New York Chinese Cultural Center, a nonprofit focused on spreading Chinese arts and culture and also supporting artists and performers, gave a total of six free performances throughout the New York region during Chinese New Year. Earlier performances took place at the Queens Museum and at the Metropolitan Museum of Art.

"We're not just about bringing performances to the public," said Geoffrey Sant. "We also provide young performers with an opportunity to develop their skills before huge audiences. I'm really proud that our former students and performers are currently starring on shows on FOX and ABC, and in the Cirque du Soleil."

DAILY NEWS

Where to celebrate Lunar New Year in New York City

BY PATTY LEE

NEW YORK DAILY NEWS Sunday, February 11, 2018, 6:00 AM



Brookfield Place teams up with the New York Chinese Cultural Center to put on a family-friendly show for Lunar New Year. (DARIAL R. SNEED/ARTS BROOKFIELD)



The Week in New York

Edited by Olivia Anthony

Editorial copy: msnyc.ny@nytimes.com

The dog days are (not) over

Ring in the Year of the Dog at these colorful, energetic events with lion dancers galore. By Jennifer Pichler

NYC Chinese New Year Fireworks
It wouldn't be Lunar New Year without the traditional finale of pyrotechnics wailing off into the night. The Year of the Dog kicks off with a bang on Wednesday 14 during a spectacular fireworks show over the Hudson River. Wear extra layers before heading outdoors to watch the city blaze with bursts of red and gold.

New Year Firecracker Ceremony & Cultural Festival
Wear wrap-ups to this banger (there will be dragons), as 100,000 firecrackers are set off to banish unfriendly ghosts. At this spirited event, craft and food vendors sell traditional delicacies and art while Chinese dancers do their thing. Fill up on dumplings!

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Lunar New Year show
Brookfield Place, the shopping center in Battery Park City, teams up with the New York Chinese Cultural Center to put on a family-friendly show. Swing by the Winter Garden Atrium to watch Chinese musicians, a martial arts demo and lion dancing. (250 Vesey St., 212-978-1678, brookfieldplace.com; 2 p.m., free)

Sunday, Feb. 18

Chinese New Year: Year of the Dog

Celebrate with your favorite four-legged pal! In honor of the zodiac sign, the Greenbelt Nature Center on Staten Island is inviting all well-mannered dogs for one big playdate. Meet other pet-owners, take in lots of fresh air, then take your canines on a dog-friendly hike through the nature trail. (Registration is required, call 718-351-3450 or email naturecenter@sigreenbelt.org; 700 Rockland Ave., Staten Island, sigreenbelt.org; 11 a.m., free)

Lunar Family Day: Himalayan New Year Celebration

Usher in the new year — known as Losar in the Himalayas — with art, food and music at the Rubin Museum of Art in Chelsea. Sample traditional Himalayan treats like khapse pastries, add a personalized note to the museum's wishing tree, and spend quality time with dogs

SPONSORSHIP LEVELS

The New York Chinese Cultural Center is a 501(c)(3) non-profit institution. We would be happy to customize a sponsorship package that meets the needs of your organization. Your contribution will support high quality cultural programs and public performances at free or low cost, and provides more affordable workshops and classes for underserved youth and families.

Diamond Sponsor: \$10,000

- Two Tables of 10 seats each at the Gala Dinner
- Speaking opportunity at the Gala Dinner
- Complimentary 45-minutes dance performance by our professional dance company, Dance China NY
- One of a kind artwork from our reknown papercutting teacher, *Ming Liang Lu*

Gold Sponsor: \$5,000

- One Table of 10 seats at the Gala Dinner
- Complimentary 30-minutes dance performance by our professional dance company, Dance China NY
- One of a kind artwork from our reknown papercutting teacher, *Ming Liang Lu*

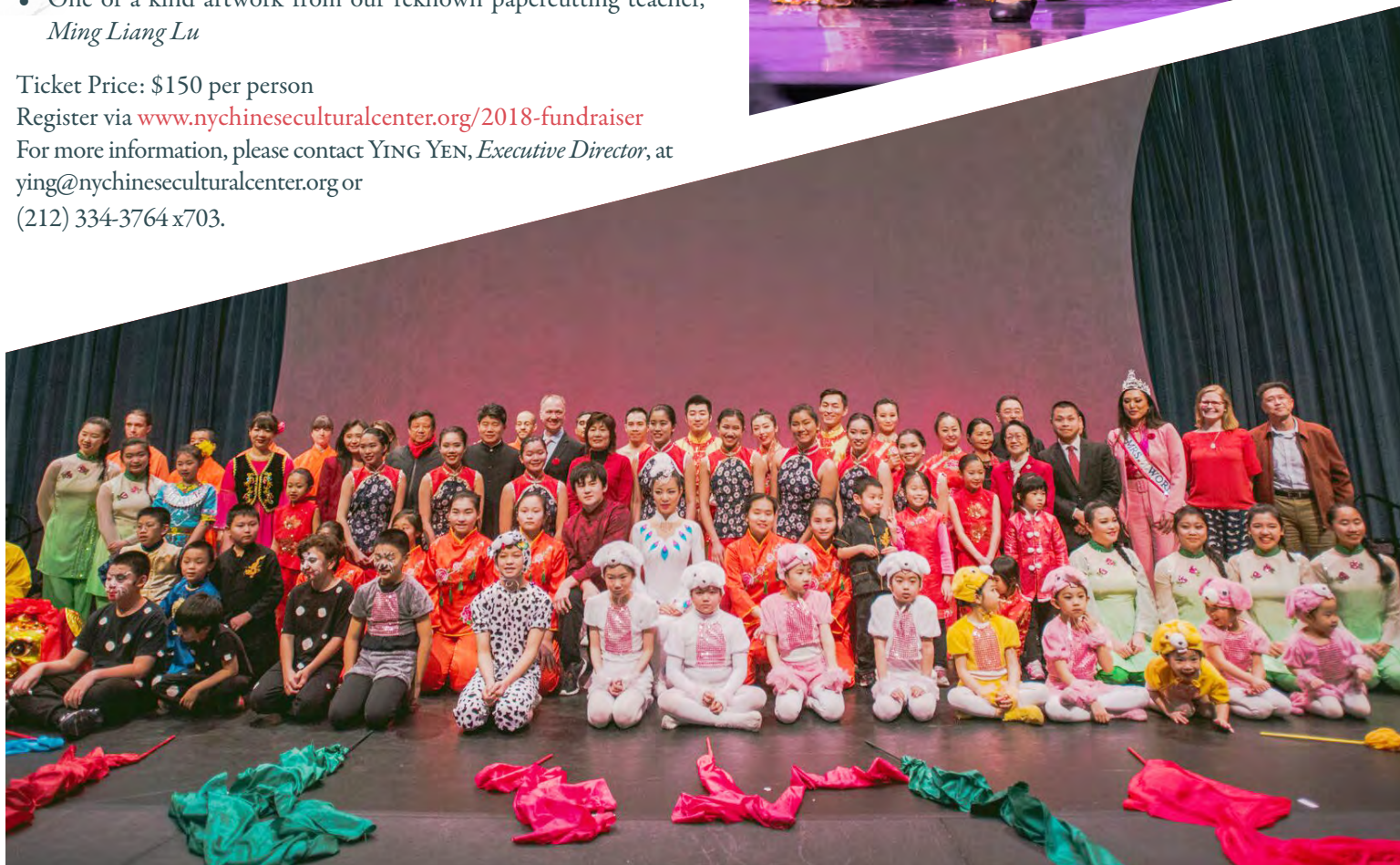
Silver Sponsor: \$2,500

- 5 seats at the Gala Dinner
- Complimentary 45-minutes dance or calligraphy workshop
- One of a kind artwork from our reknown papercutting teacher, *Ming Liang Lu*

Ticket Price: \$150 per person

Register via www.nychineseculturalcenter.org/2018-fundraiser

For more information, please contact YING YEN, *Executive Director*, at ying@nychineseculturalcenter.org or (212) 334-3764 x703.





NEW YORK CHINESE CULTURAL CENTER

2018 GALA

THURSDAY, NOVEMBER 15, 2018

6:30 pm - 9:00 pm

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SPONSORSHIP FORM

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Sponsorship Levels

(please check one level and indicate dollar amount if higher)

- ☐ Diamond Sponsor - \$10,000
- ☐ Gold Sponsor - \$5,000
- ☐ Silver Sponsor - \$2,500

*Please return this form along with your check
payable to:*

New York Chinese Cultural Center
137 Henry Street, 4th Floor
New York, NY 10002

Please return this form by November 8, 2018

Any questions, contact Ying Yen at
ying@nychineseculturalcenter.org or (212) 334-3764 x703.

As NYCCC is a 501(c)(3) organization, your donation is tax deductible to the extent allowed by law.
No goods or services were received in exchange for the contribution.
Tax ID: 13-2928554

謝謝!

Thank you for your generous support!