

2025 Lunar New Year Celebration



SPONSORSHIP APPLICATION & INFORMATION

Festival Location:

W. 2ND Street & Thomas St, Pomona, CA

Date & Time:

February 8, 2025 11:00 a.m. – 9:00 p.m.

Produced by:

Downtown Pomona District

**101 W. Mission Blvd Ste 110-410
Pomona CA 91766
(909) 469-1121**

heidi@downtownpomona.org

diana@downtownpomona.org

2025 Lunar New Year Celebration
Sponsorship

Your have the choices of:

\$5,000 Presenting Sponsor

*Title Recognition and Special Mention During Event & in Press Releases, Logo on Poster, 2 Vendor Booths 10x10, Mention on ads. Mention on All Downtown Pomona Social Media Post for Chinese New Year Event.

\$3,000 Imperial Dragon Sponsor

*Special Mention During Event & in Press Releases, Logo on Poster, 2 Vendor Booths 10x10, Mention on ads. Mention on some Downtown Pomona Social Media Post for Chinese New Year Event.

\$2,000 Jade Phoenix Sponsor

*Special Mention During Ceremony & in Press Releases, Logo on Poster, 1 Vendor Booth, Mention on some Downtown Pomona Social Media Post.

\$1,000 Golden Lotus

*Logo on Poster. 1 Vendor Booth

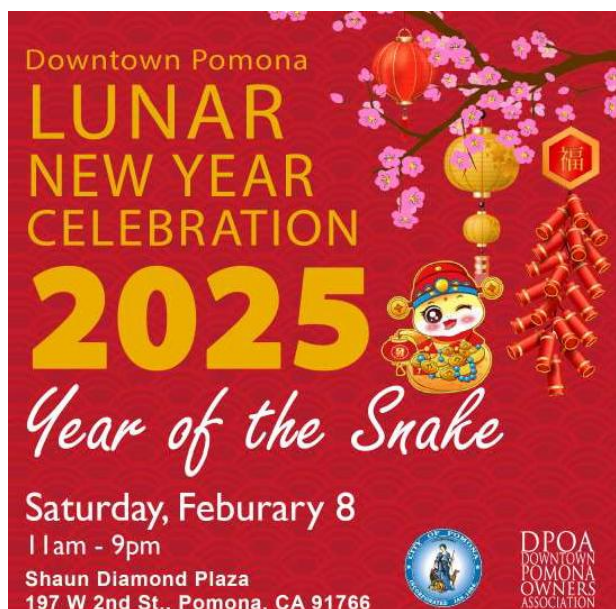
*Please email logo and/or brief description of what you would like in your social media post to:

diana@downtownpomona.org

Failure to do so may result in absence from promotional content.

Make all checks payable to: D.P.O.A.

Fill out form and mail along with check to: DPOA – 2025 Lunar New Year Committee @
101 W. Mission Blvd., #110-410, Pomona, CA 91766



SPONSOR FORM

Event Dates: Feb 8, 2025

Business Name: _____

Contact Person: _____

Address: _____

Contact Phone: _____ Email (Required) _____

Website: _____

Name(s) of person(s) who may show up on event: _____

List of services or product items to be sold, promoted, displayed, or given away at booth: _____

\$5000 Presenting \$3000 Dragon \$2000 Jade Phoenix \$1000 Golden Lotus

Please make check or Money Order **payable to DPOA** and mail with completed form to: DPOA 101 W. Mission Blvd., Ste 110-410, Pomona, CA 91766. Incomplete applications will be returned. If any questions, please call DPOA at (909) 469-1121 or e-mail admin@downtownpomona.org

If you have any of the following items please provide the numbers and attach copies to the application:

California State Board of Equalization Permit: _____

Health Permit: _____

Other Permits & licenses: _____

CITY OF POMONA'S HOLD HARMLESS/INDEMNIFICATION AGREEMENT

The undersigned applicant agrees to and shall indemnify, defend and hold harmless the City of Pomona, its agents, officers, elected and appointed officials, employees, & volunteers as well as the Downtown Property Owners Association (DPOA) & Central Business District (CBD), and their agents, officers, board members, employees, and volunteers against any legal proceeding in law or equity, and further shall indemnify, defend, and hold harmless the City of Pomona and its agents, officers, elected and appointed officials, employees, volunteers and the DPOA & CBD, and their agents, officers, board members, employees, and volunteers from and against any and all claims, liability, demands, suits, judgements, expenses, costs, and other legal expenses of every kind to which the City, the DPOA & CBD may be subject to by reason of any act or omission, whether intentional or negligent, or from strict liability, arising from the conduct of any participant, invitee, attendee, sponsor or any third person who is or is not an invitee, attendee, participant, or sponsor of the event.



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Date of Event: February 8, 2025

RAIN OR SHINE

Furthermore, by signing this application you are requesting permission to sell at the 2025 Lunar New Year Celebration. You agree to abide by the rules, codes, and laws that pertain to the event and understand that this application must be approved prior to your participation at this event.

Sponsor's Signature: _____

Date: _____

Approved By: _____

Date: _____

Mail, Fax or Email the completed application to:

119 W. 2nd Street, Pomona, CA 91766 Fax: 909-469-1120 Email: info@downtownpomona.org

For questions or concerns call the DPOA office at 909-469-1121