



# TACOMA MOON FESTIVAL

2019 Sponsorship Package





## TACOMA MOON FESTIVAL

CHINESE RECONCILIATION PROJECT FOUNDATION

P.O. Box 7024

Tacoma, WA 98406-0024

[www.tacomachinesepark.org](http://www.tacomachinesepark.org)

(253) 330-8828

Dear Friends:

The Chinese Reconciliation Project Foundation is pleased to announce our 7th annual Tacoma Moon Festival, to be held at the Tacoma Chinese Reconciliation Park on September 21, 2019.

The Tacoma Moon Festival is an event that celebrates diversity within our great City of Tacoma with emphasis on introducing the Chinese Autumn Festival and the legend of the Moon Princess. The day is meant to share the arts and heritage of different cultures through stage performances, crafts and other activities, offering a welcoming and engaging opportunity for attendee enjoyment.

In the past, the Tacoma Moon Festival has attracted more than 3,000 festival goers. By receiving great media attention through our local TV, radio station, newspapers and social media, this event provides a center for community, unity, and builds connections among one another.

The Chinese Reconciliation Project hopes to spread the message of reconciliation and cultural harmony through education. Our mission is to provide as much opportunity as we can to show how cultural wealth can unify us all. As we continue to promote our message of inclusion and harmony in diversity, I hope that you can see the value in our efforts and will support what promises to be another great event.

We invite you to please join us for the Tacoma Moon Festival and to consider being a sponsor for our event. The Tacoma Moon Festival offers a great marketing opportunity for your organization to network with thousands of people within our diverse community. Thank you for your kind consideration. I hope to see you at the festival this year!

Sincerely,

Theresa Pan Hosley

President, Chinese Reconciliation Project Foundation



## About Us

The Chinese Reconciliation Project Foundation (CRPF) is a non-profit organization that works to advance civic and cultural harmony. We engage in social and cultural conflicts in order to build pathways to reconciliation. Through education, we broaden understanding and illuminate the commonalities of individuals within our community.

**For a city to publicly acknowledge the wrongdoing, I think it shows sincerity of making amends... And in the Chinese culture, we always emphasize forgiving and moving on... The project is [certainly] not just about sharing of culture, but it is a healing of the heart. It is a reminder of how we should interact with each other. We need to be more tolerant, understanding... between family members... and between people of different cultures.**

CRPF has truly been a labor of love for the last 20 years. We have worked with the City of Tacoma and the community to acknowledge and reconcile the forceful expulsion of 1885, which drove the Chinese population out of Tacoma. This exclusionary act was in response to complex conditions of the time, among them economic decline and anti-Chinese sentiment. The expulsion caused a great rift between the city and the Chinese people, an effect that is tangible and felt within the community even today.

Actively working to heal our community, the CRPF created the Tacoma Chinese Reconciliation Park. The park serves as a destination that educates people about the expulsion and spreads our message of hope, healing, and inclusivity. Using the park as a model of reconciliation, the CRPF aims to demonstrate how the process of reconciliation can generate positive change and inspire a united community, both locally and globally.

**THERESA PAN HOSLEY, PRESIDENT  
CHINESE RECONCILIATION  
PROJECT FOUNDATION**

## History of the Moon Festival

Historically, the Moon Festival was a time to enjoy the successful reaping of rice and wheat with food offerings made in honor of the moon. Today, it is still an occasion for outdoor reunions among friends and relatives to eat mooncakes and watch the moon, a symbol of harmony and unity. The traditions and myths surrounding the festival have consistently revolved around three fundamental meanings: gathering, thanksgiving and prayer. Gathering signifies the coming together of friends and family. Thanksgiving is to give thanks for the harvest and for harmonious unions. Prayer is for longevity, guidance, and hope that good fortune is bestowed upon us and our loved ones in the future.

## Traditions

**Mooncakes** – Making and sharing mooncakes is one of the hallmark traditions of this festival. In Chinese culture, a round shape symbolizes completeness and unity. Thus, the sharing of round mooncakes among family and friends signifies the completeness and unity of those relationships.

**Lanterns** – In order to have nighttime celebrations and reinforce the mood of happiness lanterns were used as decorations in the Moon Festival celebration. Shapes and images on the lanterns were designed to relate to nature, agricultural produce, community culture,

and to emphasize the festival's meaning of gathering, thanksgiving, and praying. Throughout the years the appearance, form, and function of these lanterns has evolved, it began simple and local and in time grew to be complex and mix-cultured.

**People have sorrow and joy, they part or meet again; the Moon may be bright or dim, she may wax or wane. There has been nothing perfect since the olden days, so let us wish that men will live long as they can! Though miles apart, we'll share the beauty she displays.**

**SU SHI, CHINESE POET AND CALLIGRAPHER**



## Legend of the Moon Princess

In ancient times, the Earth once had ten suns circling over it, each taking its turn to illuminate the Earth. One day all ten suns appeared in the sky together, which scorched all crops and made people's lives miserable. The Earth was saved by a hero named Hou Yi, who shot down nine suns out of the sky, leaving just one for the people. For his efforts, Hou Yi received an elixir from the Empress of Heaven. It was said that after swallowing the elixir, one would immediately ascend to Heaven and become immortal.

One day, when Hou Yi went hunting, Peng Meng, one of his disciples demanded Hou Yi's wife Chang'e to give him the elixir. Realizing she would be unable to defeat Peng Meng,

Chang'e swallowed the elixir to prevent Peng Meng from stealing it. After drinking it, Chang'e began to float toward the Heaven. Chang'e settled down on the moon, the place in Heaven closest to the Earth.

When Hou Yi returned home, he learned about what happened. Shocked and furious, he looked into the night sky and called out her name. To his surprise, he saw a figure on the moon that was exactly like Chang'e. Hou Yi then had an incense table arranged in the back garden and filled it with his wife's favorite foods and fresh fruits to express his affection for her. When people heard the story about Chang'e, they also set incense tables in the moonlight and prayed for her.

## Benefits of Involvement

Sponsorship of the Tacoma Moon Festival allows for a unique and exclusive opportunity for your organization to connect with a variety of diverse people within the Puget Sound community and beyond. As a sponsor, you will be providing the funds necessary to grow our community into a more accepting, caring, and united community.

Providing your support has tremendous positive outcomes for your company. It will gain your company awareness, may build employee morale and company pride, or improve and increase customer loyalty. Your involvement demonstrates to your community that your organization cares and values bringing people and communities together in the celebration of mutual respect and harmony.

## Use of Funds

Our objective is to provide maximum return of your investment to support our goals of building responsive communities that embrace respect, understanding and care for one another. Through events like the Tacoma Moon Festival, the Chinese Reconciliation Project Foundation invests its time and dollars into:

- Educating communities, organizations and governments, both nationally and internationally, about the importance of cultural and social understanding, awareness and respect.
- Demonstrating the process of reconciliation and healing through the continual growth and support of the evolving Tacoma Chinese Reconciliation Park and its message
- Promoting the importance of compassion and acceptance of people who are different from us
- Broadening the communication and relationships between people by providing a variety of opportunities for people to come together and interact

## Ways to Sponsor

From partnerships to cash and in-kind sponsorships, the Tacoma Moon Festival offers several opportunities at a variety of sponsorship levels to match your company's marketing goals and budget. Your sponsorship helps to offset festival expenses which ensures that more money can go back into the services, promotions and other efforts that help the CRPF achieve its vision and goals.

Partnerships are offered to those companies that provide a free product or service that is deemed critical to putting on the festival, such as the printing of festival materials or provisions of technical expertise. If the sponsorship offerings shown do not meet your needs, the CRPF is open to working with you to create a custom sponsorship program.



Trust is a fragile bridge that must be built each day. Initiatives of Change and Hope in the Cities propose values of honesty, purity, unselfishness and love as building blocks of this bridge of trust.

Honesty about our failures, purity in our motives, unselfishness in our support of others, and love in our readiness to forgive and accept forgiveness. Trust depends on the authenticity of our lives, our openness, and our willingness to start with change in ourselves

ROB CORCORAN, AUTHOR OF

"TRUST BUILDING: AN HONEST  
CONVERSATION ON RACE,  
RECONCILIATION,  
AND RESPONSIBILITY "

## Ways to Sponsor (Continued)

BENEFIT	SPONSORSHIP LEVELS					
	豐收盛月 HARVEST MOON \$ 5,000	協和滿月 FULL MOON \$2,500	雲湧半月 HALF MOON \$1,000	水起弦月 QUARTER MOON \$500	風生新月 CRESCENT MOON \$250	眾星拱月 IN-KIND
Complimentary Booth, if desired	X	X				
Name or logo displayed on Event Posters*	X	X				Based on level of support
Acknowledgment from the Main Stage	X	X				
Listed in print, ads, press releases, and social media	X	X	X			Based on level of support
Name or logo displayed on CRPF website (hyperlink to sponsor website)	X	X	X	X	X	Based on level of support
Recognition in website communication campaign	X	X	X	X	X	Based on level of support
Event Program	X	X	X	X	X	X

### In-kind Sponsorship

- Advertising
- Prizes or auction items
- Decorations
- Sound Systems
- Parking Assistance
- Taxi Service
- Entertainment
- 10 x 10 Vendor Display Booths
- Seating
- Technical Support
- Portable Toilets
- Electrical
- Food and Beverage
- Staging
- Recycling / Trash
- Site Clean-up

### Advertising and Promotional Opportunities

Other advertising and promotional opportunities that can demonstrate your support for the Tacoma Moon Festival include:

- Donating advertising space you would normally use in August and September to the festival
- Tagging your advertisements during August and September with the name, date website and phone number of the festival
- Instituting in-store/cash register donation promotions

These ideas and others like them can maximize your exposure and help the Chinese Reconciliation Project Foundation increase its reach in the community.



## Sign Me Up!

If you are interested in in-kind sponsorship, please attach a separate document detailing what you would like to provide and its monetary value; this may include media sponsors as well as other in-kind services.

I am pleased to commit to sponsor the Tacoma Moon Festival.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Address

### Method of Payment: (Please Check One)

Company check (Make payable to: Chinese Reconciliation Project Foundation)

Invoice to address above

Credit Card

\_\_\_\_\_  
Credit Card Type

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CVV Code

(Visa, MasterCard, etc.)

\_\_\_\_\_  
Signature

Address (if different from above)

Please send confirmation and payment to:  
Chinese Reconciliation Project Foundation  
ATTN: Craig Ottavelli  
P.O. Box 7024  
Tacoma, Washington 98406