

SACRAMENTO HMONG NEW YEAR

2026

FESTIVAL



SHNY

The **non-profit** organization
preserving the richness
of the Hmong culture.

GUIDE TO PARTNERSHIPS



WHO ARE THE HMONG?



The Hmong are an ethnic group that originated from Southeast Asia. With little to no formal education, modern tools, and/or technologies, the Hmong lived a simple and quiet agricultural life, relying on Mother Nature for food, water, and shelter. However, as the Vietnam War broke out in the 1960s, the Hmong were recruited by the Central Intelligence Agency (CIA) to fight against the communist forces of North Vietnam and Laos because of their superior knowledge of the surrounding mountain areas and hills. Since the war, the Hmong had fled Laos as refugees, resettling in many countries such as France, Australia, and United States.

8M

Population worldwide

330K

Population in
United States of America

115K

Population in
the State of California

89%

Growth since 2000

95%

In the local workforce

26%

Has a Bachelor's or higher
education

10K

Hmong-owned businesses
and entrepreneurs

40%

Estimated growth in the
next 20 years



ABOUT SHNY

We envision a future where the Hmong culture thrives, inspiring both our community and the broader public to appreciate its unique contributions to society. Through our programs and events, we aim to create a lasting impact that preserves our heritage for generations to come. We are committed to inclusivity, collaboration, and excellence in all our endeavors. SHNY serves as a cultural hub, connecting the Hmong community with local businesses, civic organizations, and the broader public to build mutual respect and shared experiences.

Sacramento Hmong New Year, Inc offers brands a unique opportunity to connect with one of Northern California's most engaged multicultural audiences.



AUDIENCE REACH

- **40,000+** festival attendees annually
- Nationwide draw across the United States
- Multi-generational audience including youth, families, and professionals
- Strong cultural loyalty within Asian American community
- **200+** vendors and multiple program stages creating high foot traffic environments

DIGITAL & MEDIA

- Facebook community reach (**4,900+** followers)
- Instagram audience engagement (**400+** followers)
- Over **300,000+** views on all social media platforms
- Website sponsor recognition and promotional placement
- Local news outlet and community radio coverage
- Event photography and recap content featuring sponsors

COMMUNITY IMPACT

- Key Hmong organization in California with high growth potential
- Participation in Hmong American Day planning committee
- Volunteer friendly 18-65+ years of age
- Curating the next generation of community leaders



WHY PARTNER WITH SHNY

Sacramento Hmong New Year Festival is more than an event – it is a cultural landmark that connects partners with a deeply engaged, loyal, and community experiences and meaningful cultural celebration.

1. ACCESS TO A HIGHLY ENGAGED AUDIENCE

The festival attracts over 40,000 attendees annually, providing brands direct access to one of Northern California's largest Asian American cultural gatherings. This audience values relation-driven trust, cultural preservation, and generational economic growth built through strong cultural foundations.

2. AUTHENTIC COMMUNITY TRUST & BRAND LOYALTY

As a long-standing cultural celebration, Sacramento Hmong New Year holds deep credibility within the community. Sponsors benefit from positive brand association, increased sales, and long-term consumer loyalty through meaningful engagement rather than traditional advertising alone.

3. EXPERIMENTAL MARKETING & DIRECT CONSUMER INTERACTION

Unlike passive advertising channels, the festival allows brands to create immersive experiences through product sampling, activations, demonstrations, and interactive booths that drive real consumer engagement and memorable brand impressions.

4. CORPORATE SOCIAL RESPONSIBILITY & CULTURAL IMPACT

Partnership with SHNY demonstrates a brand's commitment to diversify, preserve culture, empower youth, and invest in a fast growing community – strengthening our mission while aligning with corporate social responsibility initiatives.

5. REGIONAL CULTURAL INFLUENCE & MARKET REACH

The festival draws attendees from all over the United States and beyond, positioning sponsors to expand brand awareness within a growing and multicultural market segment.

ACTIVATION OPPORTUNITIES

Sacramento Hmong New Year provides sponsors with dynamic experiential marketing opportunities designed to create memorable consumer interactions, increase brand visibility, and drive meaningful engagement beyond traditional advertising placements

1. INTERACTIVE BRAND EXPERIENCES

- Immersive sponsor booths and branded spaces
- Interactive games, challenges, and giveaways
- Photo stations and social media share moments
- Cultural experience activations aligned with brand identity

2. PRODUCT SAMPLING & DEMONSTRATIONS

- Food and beverage tastings
- Product trials and demonstrations
- Beauty, lifestyle, and tech experience zones
- Promotional sampling lounges and hospitality areas

3. SPONSORED PROGRAM & EVENT INTEGRATION

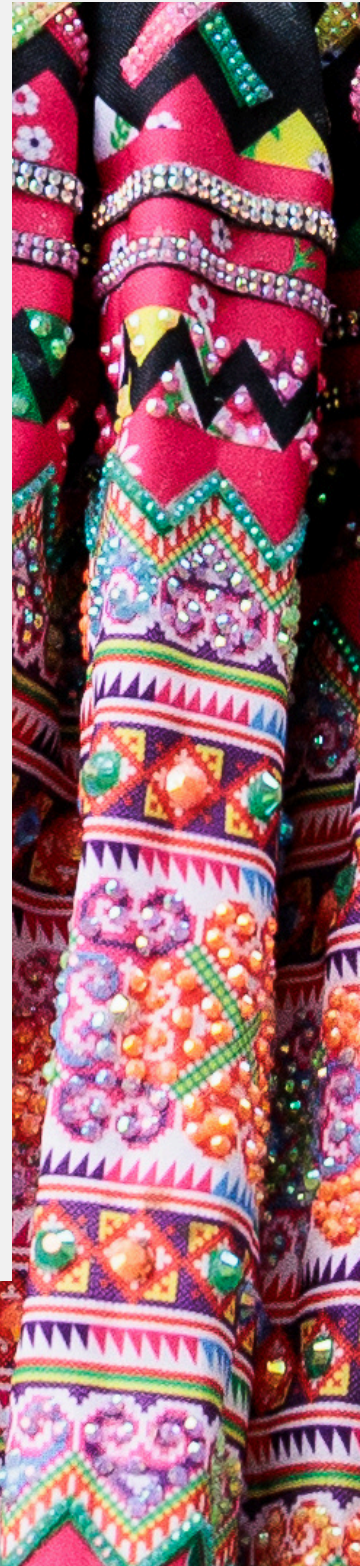
- Naming rights for stages, competitions, and tournaments
- Sponsored scholarship and youth empowerment programs
- Brand integration within performance and ceremonies
- Contest and prize sponsorship opportunities

4. VIP & HOSPITALITY EXPERIENCES

- VIP lounges and sponsor hospitality suites
- Networking receptions with community leaders
- Exclusive meet-and-greet opportunities with performers and guests
- Executive speaking and presentation opportunities

5. DIGITAL & CONTENT ACTIVATIONS

- Social media challenges and sponsor features
- Influencer collaborations and live content moments
- Sponsored livestream or highlight segments
- Event recap content featuring sponsor experiences





MISS♥HMONG *California* PAGEANT

\$10,000 PRIZE

The Miss Hmong California Pageant is dedicated to celebrating the beauty, talent, and resilience of Hmong women while preserving and promoting Hmong culture, traditions, and values.

Our mission is to empower young Hmong women to become confident leaders, cultural ambassadors, and positive role models within their communities and beyond.



H MONG DANCE COMPETITION



Our Hmong dance competition is a vibrant and dynamic two-round event held over the course of two day, specifically on Saturday and Sunday as part of the larger celebration festivities.

It stands as a staple of the Sacramento Hmong New Year, celebrating the artistry, heritage, and spirit of the Hmong people while inspiring future generations to carry forward these traditions.





The Hmong Idol is a singing competition that highlights the vocal artistry and musical intelligence of the Hmong Community. This competition serves as a platform for participants of all ages, to showcase and compete for a chance to become the next Hmong Idol.

Participants have the opportunity to compete for recognition, gain valuable stage presence, and inspire the community reminding us how music can bring everyone together.

H MONG IDOL

BREAK DANCE COMPETITION



Breakdancing, introduced in 2022, has rapidly grown into one of the most popular and exciting attractions, captivating audiences with its energy and creativity. Its dynamic performances and the unique blend of athleticism and artistry have made it a centerpiece of the event, drawing enthusiastic crowds year after year.



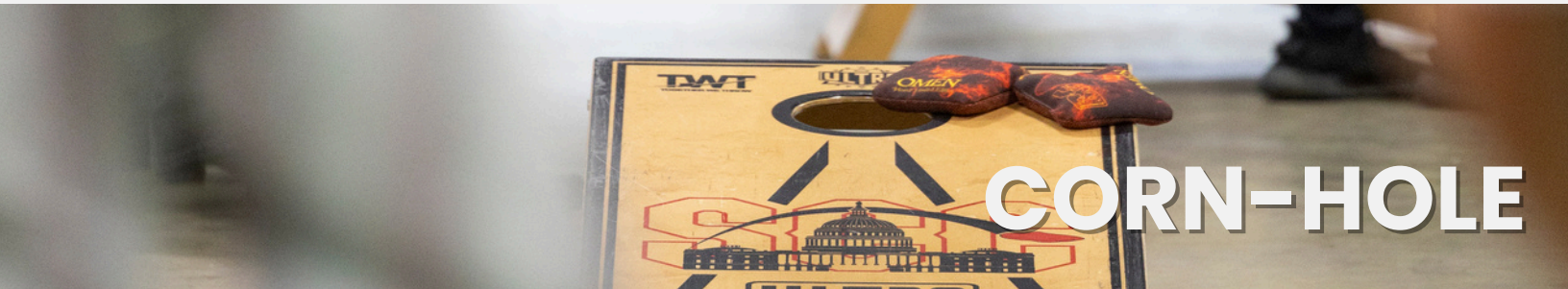
As the program continues to grow, dancers from some of the biggest dance communities all over the Bay Area, the Sacramento region and Central Valley attend Sacramento Hmong New Year for an opportunity to win awards and cash prizes.

Photos by: Robert Lim





VOLLEYBALL



CORN-HOLE



SOCCER



GOLF

SPORTS TOURNAMENTS

Sports tournaments at Sacramento Hmong New Year are intentionally designed as a cultural and community engagement. Athletics have long been a unifying element within the Hmong community—creating spaces where youth, families, and community leaders gather beyond traditional ceremonies. By incorporating sports tournaments, the festival expands participation opportunities, attracts younger generations, and fosters leadership, teamwork, and healthy lifestyles.



ACADEMIC SCHOLARSHIPS

Education has long been recognized as a crucial pathway for young professionals seeking to achieve their goals at higher institutions of learning. It serves as the foundation for intellectual growth, career development, and personal empowerment, enabling individuals to acquire the knowledge and skills necessary to succeed in an increasingly competitive world. However, the rising cost of education present significant challenges for many students and their families, often making higher education seem out of reach. Our organization understands the financial burden that comes with pursuing a degree and we are committed to supporting students in overcoming these obstacles.

We firmly believe that access to education is not only a personal achievement but also a vital component in strengthening and sustaining our community. An educated population ensures that future generations remain well-informed about the resources available to them, understand how to navigate complex systems and are empowered to use these tools effectively. Education equips individuals with the ability to contribute meaningfully to society, advocate for positive change, and uphold the cultural and social values that keep our community united. By investing in education, we are fostering a future where knowledge is shared, opportunities are accessible, and our community continues to thrive with a strong foundation built from the roots.



Welcome Letter from SHNY President

Nyob zoo xyoo tshiab! Happy New Year!

What a beautiful sight it is to see our community gathered once again in celebration of who we are.

It is my great honor to welcome you to the 21th Annual Sacramento Hmong New Year Celebration, celebrating 51 Years of Hmong in America. This year marks a milestone not only for our festival but also for our community, fifty-one years of resilience, unity, and the enduring spirit of the Hmong people in the United States.

For five decades, our community has built deep roots through family, hard work, and tradition, while rising to new heights in education, business, and leadership. This celebration reflects that journey and reminds us that our strength comes from both where we began and where we are going.

We are thrilled to mark this special year with new and returning highlights, including free admission on opening day and the continuation of our Free Food for Seniors program. These efforts reflect our commitment to accessibility and care for all generations, ensuring that every member of our community feels seen, valued, and celebrated.

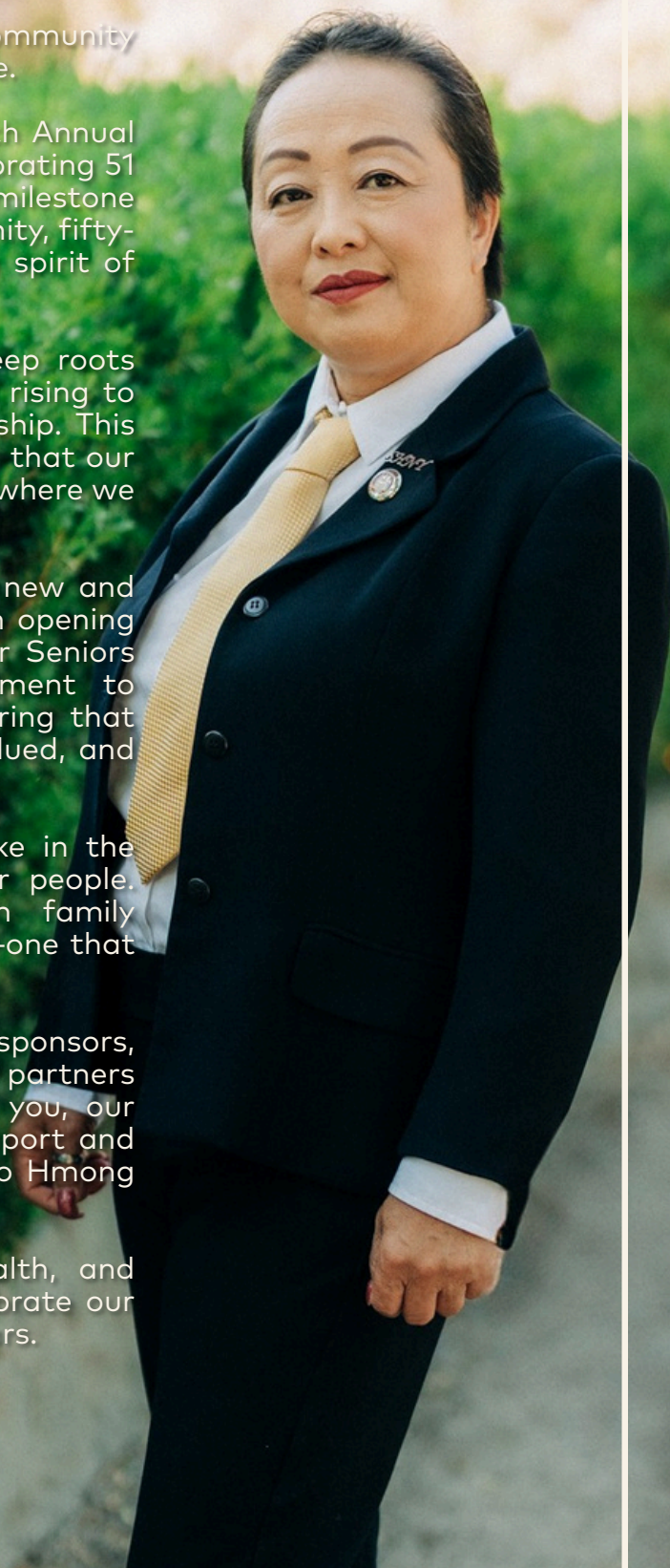
As you walk through the festival grounds, take in the music, dancing, pageantry, and energy of our people. Each performance, each vendor, and each family gathered here tells a piece of our shared story—one that continues to grow stronger with time.

I want to express my deepest gratitude to our sponsors, vendors, performers, volunteers, and community partners for making this year's event possible. And to you, our community, thank you for your unwavering support and pride. It is because of you that the Sacramento Hmong New Year continues to thrive and evolve.

May this New Year bring you joy, good health, and prosperity. Together, let's honor our roots, celebrate our journey, and rise with pride into the next fifty years.

With gratitude and respect,

Kathy Yang



SPONSOR LEVELS

BECOMING A SPONSOR

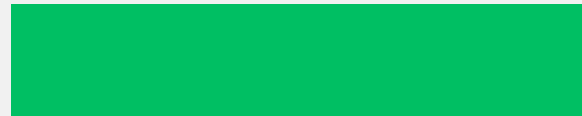
If you or your business is interested in becoming a sponsor, please fill out an application attached on the last page of this packet. We recommend all sponsors who wish for a tailored packet to speak to a team member and setup an appointment for more details. For any other questions regarding becoming a sponsor, you may reach out to info@sacramentohmongnewyear.com with your inquiry and we will reach out to you within 1-3 business days.

- Acceptable file formats: **PDF, JPEG and TIFF**
- For best results, ensure that all your images and files are **high-resolution, 300 dpi, and CMYK**
- No font size smaller than **11 pt**
- Submission of social post & website ad creative size must be **1080 x 1080 pixels**
- Submit your application & logo to: **marketing@sacramentohmongnewyear.com**
- Creative submission deadline: **October 15, 2026**

SMALL BUSINESS/ PERSONAL

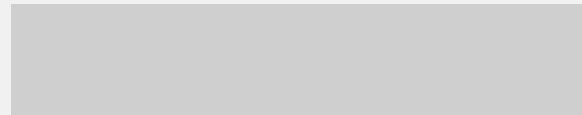
PATRON \$250

Full color business card ad in booklet (3.5"x 2")



IRON \$350

Full color quarter-page ad in booklet (4.75"x 4.75")



BRONZE \$500

Full color half-page ad in booklet (7.5"x 4.75")



SILVER \$1,000

Full color full-page ad in booklet (7.5"x 10"),



1. Business Card Ad (3.5" x 2")
2. Quarter Page Ad (4.75" x 4.75")
3. Half Page Ad (7.5" x 4.75")
4. Full Page Ad (7.5" x 10")

SPONSOR LEVELS

CORPORATIONS/GENEROUS

GOLD \$2,500

Full color full-page ad in booklet (7.5"x 10"), Stage announcement mention, Website sponsor listing, Social media recognition, Booth activation opportunity.

PLATINUM \$10,000

Full color full-page ad in booklet (7.5"x 10"), Ad displayed on main-stage screen, Highlight stage mention, Parade participation, Social media and website recognition, Banner placement at event, Booth activation space, Stage screen branding placement.

DIAMOND \$20,000

2 Full color full-page ad in booklet (7.5"x 10"), Ad displayed on main-stage screen, Parade participation, Speaking opportunity during designated program, Social media and website recognition, Booth activation space, VIP hospitality access, 2 Banner placements throughout festival grounds, Main-stage screen exposure, Naming rights for selected program or competition.

GRAND \$50,000

2 Full color full-page ad in booklet (7.5"x 10"), Custom activation collaboration with SHNY team, Category exclusivity, Executive speaking opportunity and ribbon-cutting participation, VIP hospitality suite access, Priority experiential activation space, Parade leadership participation, and ceremonial recognition, Website homepage premium placement, Social media campaign integration and sponsor storytelling feature, Maximum banner and signage presence across event footprint, Premium stage branding and announcements, Naming rights opportunity for selected program, stage, or competition.



1. Business Card Ad (3.5" x 2")
2. Quarter Page Ad (4.75" x 4.75")
3. Half Page Ad (7.5" x 4.75")
4. Full Page Ad (7.5" x 10")

SHNY SPONSOR APPLICATION 2026-2027

Please return completed sponsorship application, creative ad, and logo by **October 15, 2026** to the SHNY Sponsorships Department or email **info@sacramentohmongnewyear.com**. For more questions, please contact us at **(916)-476-5018**.

Full Name

Title

Organization/ Business Name

Address (City, State, Zip)

Home Phone/ Cell Phone

Email

I would like to be a sponsor (Please check one below)

Small Business / Personal:

- Patron \$250 ☐
Iron \$350 ☐
Bronze \$500 ☐
Silver \$1,000 ☐

Corporations/ Generous:

- Gold \$2,500 ☐
Platinum \$10,000 ☐
Diamond \$20,000 ☐
Grand \$50,000 ☐

We accept checks and cash. Please make checks payable to: **Sacramento Hmong New Year, Inc.**

Signature

Print Name (Please write your name and title as you would publicly like to be listed/announced)

SHNY USE ONLY

Date paid:

Amount paid:

Paid by:

Payment Method: Check ☐ Cash ☐ Other ☐

Approved Sponsorship Level:

Other information:

Authorized SHNY Officer/ Board Member: