



Chinese New Year 2024 Year of the Dragon

The AAPI Chamber's Chinese New Year celebrates the richness of Asian traditions, strengthen bonds within the AAPI community, and promote collaboration for shared prosperity in the spirit of the Chinese New Year.

February 17 & 18, 2024

AAPI
CHAMBER

AAPI CHAMBER
FOUNDATION

Cultivating Connections, Celebrating Traditions

February 17, 2024

3:00-8:00pm

**UnCommons & The Assembly
(Southwest)**



- Esports Activations & Kids Corner
- Culturally Decorated Lounge Areas
- Music, Art, and Showcase

February 18, 2024

3:00-8:00pm

**The Historic Chinatown Plaza
(Spring Mountain)**



- Cultural Performances
- Drone Show
- Kids Cultural Corners

Both Days

Both Locations



- Asian Night Market
- Dragon Dance
- Wishing Trees & Red Envelopes

Chinese New Year 2024 Year of the Dragon

February 17, 2024
3:00-8:00pm

uncommons™
(Southwest)

Cultivating Connections,
Celebrating Traditions



Asian Night Market

Immerse yourself in the enchanting atmosphere of the Asian Night Market on Rozita Lee Way at Uncommons. With an eclectic array of vendors offering exotic street food, artisanal crafts, and live entertainment, this lively market transforms the unconventional space into a vibrant cultural hub, inviting locals and visitors alike to explore the diverse flavors and traditions that make up the heart of Asia. The fusion of modernity and tradition on Rozita Lee Way creates an unforgettable experience, making it a must-visit destination in the dynamic tapestry of Las Vegas.



Dragon Dance & Performances

Starting the evening with the traditional dragon dance, as brilliantly colored dragons, symbolizing prosperity and good fortune perform while accompanied by the rhythmic beats of drums and cymbals. The evening will follow will enriching performances from the local musicians, artists, and performers within community.



Lounge Area & Kid Corners @The Assembly

Chinese New Year decorations bedeck streets and lounge areas with vibrant red lanterns, symbolic couplets, and auspicious symbols, creating a festive tapestry that signifies prosperity, happiness, and good luck for the coming year. The Assembly will host a Squid Game Themed Area with DIY activities for all to experience.

Squid Game Activations
@ The Assembly benefiting: **AAPI CHAMBER FOUNDATION**

Chinese New Year 2024

Year of the Dragon

February 18, 2024
3:00-8:00pm

Chinatown Plaza
(Spring Mountain)

Cultivating Connections,
Celebrating Traditions



Asian Night Market

The second-night of The Asian Night Market in the historic Chinatown Plaza of Las Vegas transforms the vibrant shopping center into a sensory-rich spectacle, featuring an array of stalls offering delectable food and local vendors. Experience captivating displays recounting the storied history of Chinatown Plaza, providing a unique blend of contemporary excitement and a nostalgic journey through the cultural heritage of the community.



Dragon Dance & Cultural Performance

Starting the evening with the traditional dragon dance, as brilliantly colored dragons, symbolizing prosperity and good fortune perform while accompanied by the rhythmic beats of drums and cymbals. The evening will follow will enriching cultural performances from various dance groups and all-ages.



Kids Cultural Corner

The AAPI Kids Cultural Corner is a vibrant and engaging space designed to celebrate the rich diversity of Asian American and Pacific Islander (AAPI) cultures. Filled with a variety of age-appropriate activities, crafts, and games, this corner provides a hands-on and enjoyable experience for children of all ages to explore, learn, and appreciate the traditions and customs of AAPI communities.

Sponsorship Opportunities

Bronze Sponsor \$2,500

- 10x10 space with 1 table and 2 chairs
- Name Listing on event page of website
- Name listing on all social media platforms
- One social media welcome on all platforms
- Name listing on all marketing materials
- Name listing on day of event material
- Name listing day of signage
- Stage recognition

Silver Sponsor \$5,000

- 10x10 space with one table and 2 chairs
- Name Listing on event page of website
- Pop-up feature on rotating slide on website
- Name listing on sponsorship platforms
- Three social media post on all platforms
- Name listing on all marketing materials
- Name listing on day of event material
- Name listing day of signage
- Stage recognition throughout the event.

Gold Sponsor \$7,500

- 10x20 space with 2 table and 4 chairs
- Logo on event page of website
- Pop-up feature on rotating slide on website
- Logo on all social media platforms
- Three social media post on all platforms
- Logo on all marketing materials
- Logo on day of event material
- Logo on all day of signage
- Stage recognition throughout the event.
- Opportunity to speak on stage.



Contact:

Catherine Francisco
President & CEO
catherine@aapichamber.com

Jen Bambao
COO
jen@aapichamber.com

AAPI
CHAMBER

AAPI CHAMBER
FOUNDATION