

Annual Tết Festival

2026

presented by



Preservation & Education

A Celebration Of Vietnamese Traditions and Heritage

Sponsorship Prospectus

January 31, 2026 (4:00 PM to 10:00 PM)

February 1, 2026 (11:00 AM to 8:00 PM)

Asian Square Supermarket

5801 Normandy Blvd Jacksonville, FL 32205

Hosted by

The Vietnamese Association of Jacksonville

WWW.VNJAX.COM

Dear Sponsors and Exhibitors,

For almost three decades, the Vietnamese Association of Jacksonville has organized the Lunar New Year celebration entertaining not only the local Vietnamese community, but tens of thousands of attendees from around the country, including politicians as well as prominent community and business leaders. As one of the largest Vietnamese Lunar New Year events in Florida, our festival is one of the most anticipated annual events in the Vietnamese community. Highlights of the festival include the Dragon Dance, Vietnamese Food Festival, Live Music and Performances, Vendor Marketplace, Vietnamese Fashion Show, and much more.

On behalf of the Vietnamese Association of Jacksonville, we are seeking your support as a sponsor or exhibitor at our 18th Annual Lunar New Year Celebration on, January 31 & February 1, 2026 at the Parking Lot of Asian Square Supermarket. As a friend of the Vietnamese community, we value your participation and sponsorship of this special occasion and we hope you will join with us in experiencing Vietnamese food, entertainment and culture.

Within this prospectus, you will find information about the Lunar New Year Celebration, its history, and the various sponsorship levels and exhibition opportunities to fit your outreach budget. Furthermore, we have developed a sophisticated marketing campaign using state of the art marketing tools such as but not limited to television, radio, and social media including Face book, Google+ and twitter. By committing early, we will work closely with your company to maximize your sponsorship spend and promote your company's brand. The Lunar New Year Celebration is the perfect opportunity to launch or reinforce your company's brand. In the previous years, our outreach during the marketing campaign has reached over 40,000 Vietnamese in the greater Jacksonville and Northeast Florida area. Below are just a few of the benefits of supporting the Lunar New Year's Celebration.

- **Increase your company's visibility**
- **Promote your company's products and/or services**
- **Explore new business ventures**
- **Reinforce your commitment and support of the Vietnamese community**

On behalf of the Vietnamese Association of Jacksonville, we thank you for your consideration and look forward to celebrating with us at the 2026 Lunar New Year's Celebration.

Sincerely,

Mr. Mike Phu Le, President

Mike P. Le



The Vietnamese Association of Jacksonville

Started in 1986 by a group of volunteers to help with refugee resettlement, the Vietnamese Association of Jacksonville is the oldest Vietnamese American community based organization in Jacksonville. VAJ has provided leadership in their community activities from organizing annual cultural and community events such as the Tet Lunar New Year's Festival and the Mid-Autumn Festival to the participation in the City of Jacksonville's annual World of Nation multicultural event.

Our Mission and Involvement

The Vietnamese Association of Jacksonville is dedicated to advancing the Vietnamese American community in Jacksonville through direct services, advocacy, and education.

1. Unifying multiple generations of Vietnamese Americans by promoting cultural traditions, history, art and language.
2. Organizing talks by Police officers on the prevention of burglaries at apartment complexes.
3. Visiting hospitalized people and offering condolences to the defunct.
4. Participating in the annual Veterans Day Parade in downtown Jacksonville
5. Participating in the annual World of Nations Celebration at Metropolitan Park
6. Organizing the annual Memorial on the 30th of April.
7. Participating in various civic activities in conjunction with the Vietnamese Community organization of Florida.

History of Tet

Tet, also known as the Vietnamese Lunar New Year, is the most important and celebrated holiday in the Vietnamese community. The celebration usually lasts between three to seven days. Tet is a very important festival in Vietnam because it provides one of the few breaks in the agricultural year, as it falls between the harvesting of the crops and the sowing of the new crops.

Preparation for Tet starts weeks in advance as homes are cleaned, debts are settled and resolutions are made with family and friends. Everyone also wears new clothes on during Tet. A special ceremony called Le Tru Tich is held usually during mid-night of New Year's Eve. Firecrackers and gongs are usually involved in this ceremony to usher out the old and welcome the New Year. The streets are filled with people as they visit family and friends to celebrate.

The goal of Tet Festival is to emulate this festive tradition experienced in Vietnam. There will be vendors to replicate the night market, food vendors to sell traditional foods eaten during Tet. In addition, there will be live concerts, a children's playground area and many other fun and exciting activities. We are looking forward to celebrating the Year of the Horse.



Why Your Support Is Important

Year after year, the Tet Festival has witnessed increasing attendance, especially from participants of non-Vietnamese origins. As the festival continues to grow, the cost to operate it continues to increase. At each festival event, the venue was at full capacity. Your support will assist us in achieving the following goals:

- **Part of your sponsorship will be contributed to the Vietnamese Wounded Soldiers Foundation**
- Keeping admission fees low
- Spread cultural awareness to our community
- Celebrate the Lunar New Year with the Jacksonville Community
- Ensure the success of the Festival 2026
- Establish Jacksonville as a truly diverse city

Many businesses engage their employees and win customers by partnering with leading nonprofit organizations. Through this unique branding opportunity created in accordance with your businesses' unique needs, goals, values and vision. The Vietnamese Association of Jacksonville can help you join the growing number of companies who are improving the community while still boosting their bottom line. Statistics show that:

- Corporate philanthropy improves employee relations, morale, and productivity in addition to fostering pride amongst staff
- Customers/clients have a more positive image of companies that support community causes

Benefits of Sponsorship

The Lunar New Year Celebration is the perfect opportunity to launch or reinforce your company's brand. Our outreach during the marketing campaign will reach 40,000 plus Vietnamese in the greater Jacksonville area, northeast Florida, and South Georgia and we are anticipating 4,000 attending this year's event. Below are the benefits of supporting the Lunar New Year Celebration.

- Increase your company's visibility
- Promote your company's products and/or services
- Tap into a new market with little competition
- Reinforce your support and commitment for the Vietnamese community

GET INVOLVED TODAY !



Become a Sponsor

Support the Vietnamese Lunar New Year Festival by pledging one of the four sponsorship packages: Platinum, Gold, Silver, & Bronze

	PLATINUM (2026 Tet)	GOLD (2026 Tet)	SILVER (2026 Tet)	BRONZE (2026 Tet)
	\$3000	\$1500	\$1000	\$500



SPONSORSHIP OPPORTUNITIES	PLATINUM (2026 Tet)	GOLD (2026 Tet)	SILVER (2026 Tet)	BRONZE (2026 Tet)
Recognized as Platinum sponsor at all VNJAX events	*			
Separate Banner	*	*		
Recognize as Top Level Sponsor	*	*	*	
Address Guests on Stage	*	*	*	*
Logo on Website with links to Sponsor's Firm	*	*	*	*
Recognition in Media, Promotional Materials and Stage	*	*	*	*
Booth at Tet Event	*	*	*	*
Tet Event Tickets				
	\$3000	\$1500	\$1000	\$500

2 Purchase Exhibit Space

Purchase exhibit space and maximize your company's exposure at the festival. Due to restricted space the exhibit area, there will be a limited number of exhibitor booths available. The exhibit spaces are on a first come first server basis.

Corporations -	\$300 - 1 table, 2 chairs
Businesses	\$500 - 2 tables, 4 chairs



3 Make a Donation

Monetary contributions are an essential part of the Tet Festival. We would not be able to hold this event without the generosity of our sponsors and supporters. We will use these funds to ensure a successful event. Donations of all amounts and items are welcomed.

4 Advertise on Tet Poster

More than 1000 posters will be distributed and posted at businesses across the greater Jacksonville area and more than 200,000 people will see on social media. Don't miss this opportunity to promote your company! Deadline to commit is January 31 & February 1, 2026

Sponsorship Registration

Step 1. Complete the registration form shown below

Step 2. Submit the filled-out form, together with your check covering the applicable sponsorship payment in full. Please make checks payable to “Vietnamese Association of Jacksonville”.

Step 3. A member of our sponsorship team will contact you to confirm receipt of your registration and payment.

Application

Company Name		Representative's Name	
Mailing Address		Representative's Title	
City		State	
Postal Code		Country	
Telephone		Fax	
Email		Company Website	
I am enclosing a check for the following amount. (Please make check payable to the Vietnamese Association of Jacksonville.)			
Name of the Vietnamese Association Representative with whom you were in contact with:			
Signature		Date	

SPONSOR

Yes, I am thrilled to support the Tet Festival 2026 and the Vietnamese Association of Jacksonville. Please sign me up!

<input type="checkbox"/>	Platinum	\$3000	<input type="checkbox"/>	Bronze	\$500	<input type="checkbox"/>	Vendor tables (2)	\$500
<input type="checkbox"/>	Gold	\$1,500				<input type="checkbox"/>	Vendor table (1)	\$300
<input type="checkbox"/>	Silver	\$1,000				<input type="checkbox"/>	Food Vendor	\$500

IMPORTANT:

Please email your company logo, website URL, and a brief description of your products or services to info@vnjax.com

Thank you for your support!

501(c)3 - All contributions are tax deductible
For more information, please visit www.VNJAX.com



9334 Crystal Springs Road, Jacksonville, FL 32221