

FRIENDS OF HUE FOUNDATION

P.O. Box 1823, San Jose, California 95109

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"Treat these children as if they were your own."

Nguyen Dinh Huu, Founder of Friends of Hue Foundation

January 15th, 2016

Dear _____ :

Friends of Hue Foundation (FHF) will hold the Fourth Binnual Áo Dài Festival on May 15th, 2016. It will be held at 5:00 PM at The Fairmont San Jose, 170 South Market Street, in San Jose, California.

The Áo Dài Festival (ADF) has gained recognition for promoting Vietnamese arts and culture in the Bay Area and beyond. More than just a fund raising event, ADF has become a highly anticipated spectacle celebrating music, arts, fashion, and culture with the Áo Dài, the iconic Vietnamese national costume, as its principal inspiration. The Áo Dài, in its diverse forms, symbolizes the grace, beauty, strength, and enduring culture of the Vietnamese people around the world. As such, the Áo Dài holds center stage in many celebrations globally. ADF has emerged as one of the most widely recognized of these celebrations, having attracted talents, performers, participants, and audiences worldwide at its festivals.

Inspired by the Áo Dài, designers, artists, musicians, and those from diverse communities will unite on this special day to celebrate and honor Vietnamese cultural heritage. The Northern California Ao Dai Pageant and the Miss Vietnam of Northern California Intercollegiate Pageant will join force on this festive day. Celebrated Áo Dài designers from around the globe, such as *Calvin Hiep, Duc Hung, Hulos, Chau Nguyen, Khanh Shyna, and Ao Dai Chi Silk*, will amaze the crowd with their designs, from simple to intricate, from traditional to avant-garde, and from classic to modern.

Friends of Hue Foundation, the producing organization, is a non-profit foundation dedicated to providing economic self-sufficiency, health care, education and emergency relief for victims of natural disasters in Thua Thien Hue and nearby areas in Central Vietnam. ADF is FHF's principal fund raising event and also its effort to give back to the Vietnamese diasporic community and beyond by sharing our rich culture that includes Vietnamese arts, music, and fashion.

On behalf of the Áo Dài Festival organizer and volunteers, I would like to seek sponsorships at levels specified below (following page), and invite you to partake in this wondrous and joyous celebration. Your presence and sponsorship are important to necessitate ADF's success so that it can grow and become part of Silicon Valley's great tradition.

Your sponsorship, less of the VIP tickets, will be tax-deductible as our organization has 501(c)3 tax-exempt status. We need your support.

I look forward to receive you at the festival.

Warmest regards,

Jenny Do

Friends of Hue Foundation

Chairwoman of the Board

Ao Dai Festival Producer

Sponsorship Opportunities

FOREVER BEAUMORE COSMETICS PRESENTS
ON BEHALF OF FRIENDS OF HUE FOUNDATION



Áo Dài Festival IV
A CELEBRATION OF VIETNAMESE ART AND CULTURE

SUNDAY MAY 15, 2016
5PM - 10PM

FAIRMONT SAN JOSE
170 S. MARKET ST.
SAN JOSE

INTERNATIONALLY ACCLAIMED DESIGNERS
CALVIN HIEP
HULUS
DUC HUNG
CHAU NGUYEN
KHANHSHYNA
AO DAI CHISILK
TUAN TRAN

SON TINH THUY TINH
A STORY OF BEAUTY,
LOVE & CONFLICTS

TICKETS: \$120 - \$2000/seat
AODAIFESTIVAL.COM

DESIGNED BY CRESOGRAMMET

V5 2/9/16

Friends of Hue Foundation presents



Áo Dài Festival IV

The Fourth Biennial Celebration of Vietnamese Art and Culture

Sunday, May 15th, 2016 – 5pm – 10pm

Fairmont San Jose Hotel

170 S. Market St. San Jose, California



Friends of Hue Foundation is proud to present the Fourth **Biennial Áo Dài Festival**, a spectacular and memorable evening showcasing the Áo Dài, Vietnam's national costume and symbol of the beauty, strength, and enduring culture of the Vietnamese people around the world. This event welcomes the coming together of diverse communities to celebrate the rich Vietnamese heritage through the arts, music, and fashion.

The Ao Dai Festival IV recreates the history and mythology of ancient Vietnam through story-telling, music and fashion.







**Celebrated international ao dai designers:
Calvin Hiep, Hulus by Huy and Hai Long, Chau Nguyen,
Duc Hung, Khanh Shyna, and Ao Dai Chi Silk**



All proceeds to benefit the Friends of Hue Children's Shelter in Central Vietnam.

Friends of Hue Foundation



Friends of Hue Foundation is a 501(c)(3) charitable, non-profit tax-exempt, non-governmental organization (NGO/INGO). The primary mission of the foundation is to provide assistance to impoverished people and victims of natural disasters in the Thua Thien Hue province of Central Vietnam. All staff and board members of the Friends of Hue Foundation in the United States serve as unpaid volunteers. Federal Tax ID #77-0543081.

Our mission is to provide long-term assistance in economic self-sufficiency, health care, education and emergency relief for victims of natural disasters in Thua Thien Hue and nearby areas in Central Vietnam. The assistance projects are diverse, efficient and flexible to accommodate changing needs over time. FHF hopes to later expand services to other neighboring provinces as funding allows.





Market Opportunity

San Jose, the capital of Silicon Valley is home to the largest Vietnamese population in the United States with over 100,000 residents ¹ including the first Vietnamese American vice mayor, an investigative reporter for a major television station, and numerous leaders in the business, arts, education, and nonprofit sectors. This upwardly mobile community, leading the region's growth in household income, education, jobs and businesses, continues to value their ethnic history and cultural heritage, and is now in a position to spread cultural awareness while giving back to their communities nationally and internationally. The Áo Dài Festival represents this combined endeavor as a cultural festival and also the major fundraiser for Friends of Hue Foundation (FHF), a non-profit foundation dedicated to providing economic self-sufficiency, health care, education and emergency relief for victims of natural disasters in Thua Thien Hue and nearby areas in Central Vietnam.

The Bay Area has over nine hundred mainstream media outlets including Vietnamese ethnic television, radio and newsprint. As in years past, we anticipate ADFIV will get media exposure from at least a dozen of these media outlets reaching hundreds of thousands of Bay Area residents. The Ao Dai Festival III is your opportunity to connect with this growing market.

Market Reach

- San Jose with the largest Vietnamese population in the country
- Santa Clara County, the second largest Vietnamese population behind Orange County
- Upwardly mobile community leading the region's growth in household income, education, jobs and businesses
- Renewed global ties with Vietnam

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www.bpsos.org/mainsite/images/DelawareValley/community_profile/us.census.2010.the%20vietnamese%20population_july%202.2011.pdf

Event Sponsorship Opportunity

Presenting Sponsor	\$20,000	<ul style="list-style-type: none"> - Exclusive Presenting Sponsorship on all marketing materials (above Ao Dai Festival Title) - Continuous recognition on radio, TV, net TV shows, and newspapers until event date - On stage appearance to present donated auction lot - Full page on event program book - 10 VIP invitations for event - Company logo placed on ADF and FHF website - Formal recognition at event - Industry Exclusivity - Premier placement of logo on event signage - Opportunity to have company information at event
Platinum Sponsors	\$10,000	<ul style="list-style-type: none"> - Recognition on radio, TV, net TV shows, and newspapers until event date - Half page on event program book - 10 VIP invitations for event (10K level table) - Company logo placed on ADF and FHF websites - Formal recognition at event - Premier placement of logo on event signage - Opportunity to have company information at event
Gold Sponsors	\$5000	<ul style="list-style-type: none"> - Quarter page ad on event program book - 10 VIP invitations for event (5K level table) - Premier placement of logo on event signage - Company logo placed at ADF and FHF websites - Formal recognition at event during speech
Silver Sponsors	\$2500	<ul style="list-style-type: none"> - Recognized in event program - 10 VIP invitations for event (2.5K level table) - Placement of logo on event signage - Company logo placed at ADF and FHF websites - Formal recognition at event during speech
Bronze Sponsors	\$1000	<ul style="list-style-type: none"> - Recognized in event program - 2 general tickets for event - Placement of logo on event signage - Company logo placed at ADF and FHF websites

Thank you for your support. Please contact an Ao Dai representative to discuss your support for this very special event.

Jenny Do 408-915-9299 jennydolaw@gmail.com
 Lillian Dang 408-898-7150 lillianhdang@gmail.com

Please make checks payable to: Friends of Hue Foundation
 P. O. Box 1823, San Jose, CA 95109 Memo: ADF IV

www.aodaifestival.com www.facebook.com/aodaifestival