



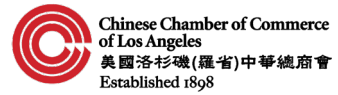
第61屆羅省華埠小姐選舉

洛杉磯金龍遊行

Chinese Chamber of Commerce of Los Angeles presents

LA Chinatown Chinese Chamber Gala + Golden Dragon Parade

Lachinesechamber.org



2024 Sponsorship





Chinese Chamber of Commerce of Los Angeles presents

The 61st Miss Los Angeles Chinatown Pageant

第61屆羅省華埠小姐選舉

The 125th Golden Dragon Parade

第125屆金龍大遊行



The 125th Golden Dragon Parade

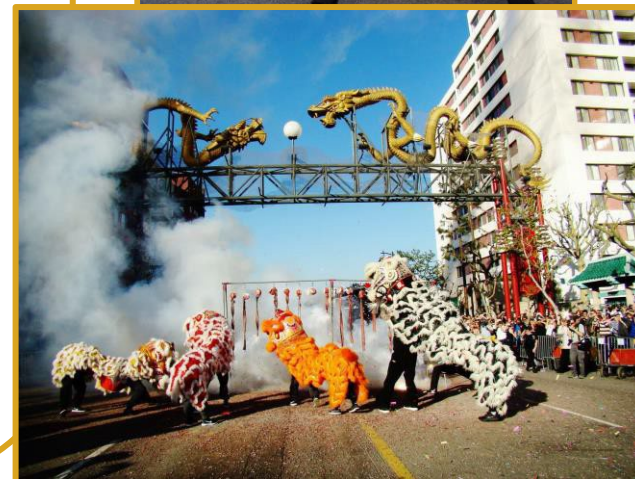
Overview

The Chinese Chamber of Commerce of Los Angeles presents the **125th Annual Golden Dragon Parade on February 17, 2024**. With over a hundred thousand spectators and thousands more viewing the telecast each year, this colorful celebration along North Broadway in Chinatown has become the premiere cultural event in the Southern California Asian-American Community.

Since the mid-1980's, the Golden Dragon Parade has expanded to include almost two dozen floats, multiple marching bands, government officials, various dignitaries, entertainers, local business leaders, and cultural groups. The parade theme emphasizes ethnic diversity, Chinese culture, and exposure to Chinese-American businesses.

In the 1970's, actor and martial arts master Bruce Lee was the Grand Marshal of our parade. Since then, other Grand Marshals have included David Carradine and Keye Lue from the television series Kung Fu, Dr. Haing S. Ngor from motion picture The Killing Fields, Kieu Chinh from Joy Luck Club, and Garrett Wang from television's Star Trek. Over the years, many other celebrities have also participated in our Golden Dragon Parade.

Families, friends, and children of all ages will be cheering on the marching bands, kung fu performers, lion dancers, and the newly crowned 2024 Miss LA Chinatown with their Royal Court and Mr. CTLA with their fellowship.



The 125th Golden Dragon Parade

Parade Map

Location:






-- Los Angeles Chinatown

Celebration:

-- Year of Dragon

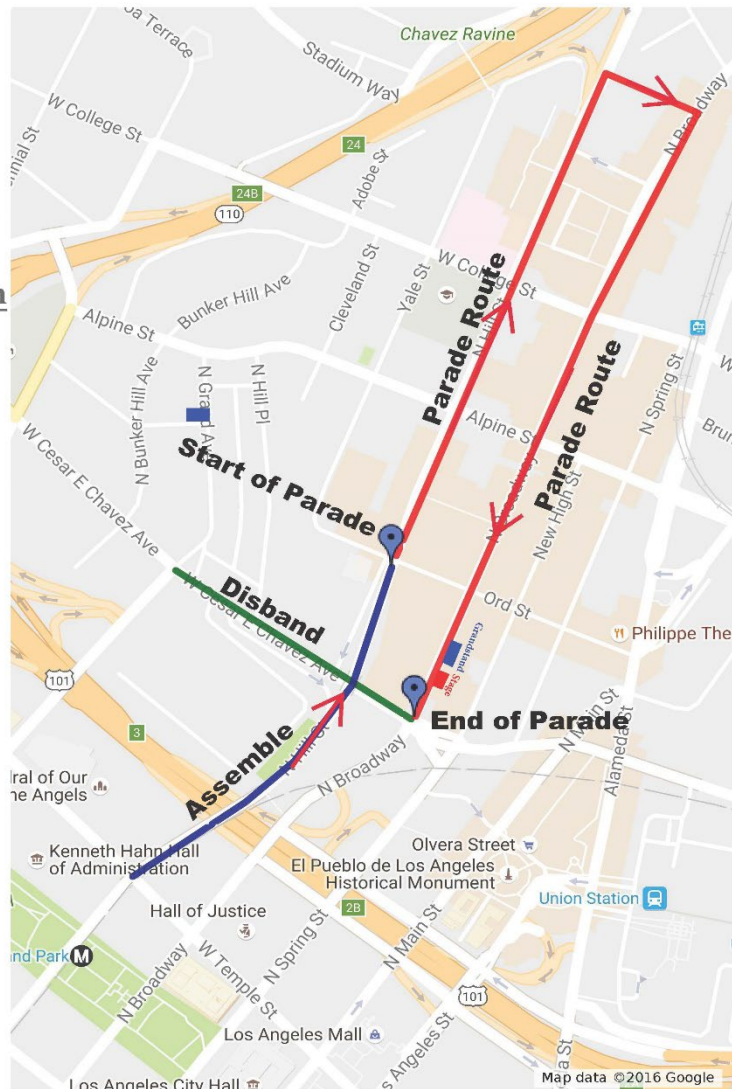
Sponsor Signage Display

-- Stage Area

-  Assembly Area
-  Start of Parade
-  Parade Route
-  End of Parade- Disbanding
-  Disbanding Area

On 2/17/2024 at 1:00pm

-  Grandstand
-  Stage



2024 Golden Dragon Parade Program

Date

Saturday, February 17, 2024

Location

North Broadway in Los Angeles
Chinatown

Schedule

10:00 AM

Street Closure starts

11:00 AM

VIP Luncheon & Reception

1:00 PM

Parade Starts

3:30 PM

Parade Ends



2023 Media Coverage Highlights

Massive coverage from mainstream and online press and social media influencer. Channel 52 by NBC 4 and Channel ABC7 has live-streamed the entire 124th Golden Dragon Parade on January 28, 2023.

KTLA 5 Watch Live News Weather Morning News

p.m.-5 p.m. The Original Farmers Market will also host festivities starting at 10 a.m.

Jan. 28: Golden Dragon Parade in Chinatown

In celebrating over one hundred years of tradition, the Chinese Chamber of Commerce presents the 124th Annual Golden Dragon Parade. With over thousands lining the parade route and thousands viewing the telecast each year, North Broadway in Chinatown has become the premiere cultural and entertainment event for the Asian-American Community.

Jan. 29: Alhambra Lunar New Year Festival

ADVERTISEMENT

CELEBRATE LUNAR NEW YEAR IN LOS ANGELES

Welcome the Year of the Rabbit with festivals, shopping and dining specials

By Discover Los Angeles Jan 6, 2023

WATCH LIVE

4 LOCAL WEATHER U.S. & WORLD THE SCENE ENTERTAINMENT NEWSLETTERS STREAM NBC LA NEWS 24/7

LUNAR NEW YEAR

How to Watch the 124th Golden Dragon Lunar New Year Parade

Join NBC4 and Telemundo52 for live coverage of the parade Saturday in Los Angeles' Chinatown.

Published January 27, 2023 · Updated on January 28, 2023 at 2:20 pm

124th Golden Dragon Lunar New Year Parade draws thousands of spectators in Chinatown

By Anabel Munoz Saturday, January 28, 2023

1:36 / 2:10

124th Golden Dragon Lunar New Year Parade draws thousands of spectators in Chinatown

By Anabel Munoz Saturday, January 28, 2023

DT NEWS DOWNTOWN LOS ANGELES

Chinatown welcomes back its Lunar New Year Golden Dragon Parade

By Leah Schwartz · LA Downtown News Staff Writer Jan 23, 2023 Updated Feb 2, 2023

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Golden Dragon Parade

6 reviews • #380 of 787 things to do in Los Angeles • Cultural Events

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About

Downtown Los Angeles does Chinese New Year in grand style with one of its oldest and most popular civic events: the Golden Dragon Parade. More than 100 years strong, this annual parade is a great excuse to gobble down dim sum or indulge in some of L.A.'s amazing food truck treats, engage th... Read more

Suggested edits to improve what we show. Improve this listing





Past Participants

Bruce Lee
Congressman Jimmy Gomez
Congresswoman Judy Chu
Congressman Adam Schiff
Senator Maria Elena Durazo
Assemblyman Mike Fong
Assemblywoman Wendy Carrillo
Former Assemblyman Edwin Chau
Supervisor Hilda Solis
Supervisor Kathryn Barger
Mayor Karen Bass
Former Mayor Eric Garcetti
Former Senator Kevin deLeon
David Carradine
Keye Luke
Dr. Haing S. Ngor Kieu Chinh
Garrett Wang
Los Angeles Police Department
Chinatown Service Center
Chinese Historical Society of Southern California Los Angeles
Sheriff's Department
Rotary Club
Council General of Thailand Middleton Street
School California Highway Patrol
City of Los Angeles Fire Department Taipei
Economic and Cultural Office
San Gabriel Valley Chinese Cultural Association
Marquez Marching Band and Colorguard
API Equality LA
Mark Keppel Marching Band
Chinese American Museum



Past Sponsors

- A1 Food
- AC Martin
- AFC
- AllState Insurance
- AMG Media
- AT & T
- Cathay Bank
- Cathay Pacific Airways
- Chinatown Service Center
- Chinese American Museum
- College Launch
- Delta
- Dreams Magazine
- East West Bank
- Ernst & Young
- Macy
- NBC – Universal
- LA RAMS
- Rusnak
- Singpoli
- Southern China Airlines
- Sunrider
- United Agencies
- Walmart
- Yihua Timber Industry USA
- Young Engineerings

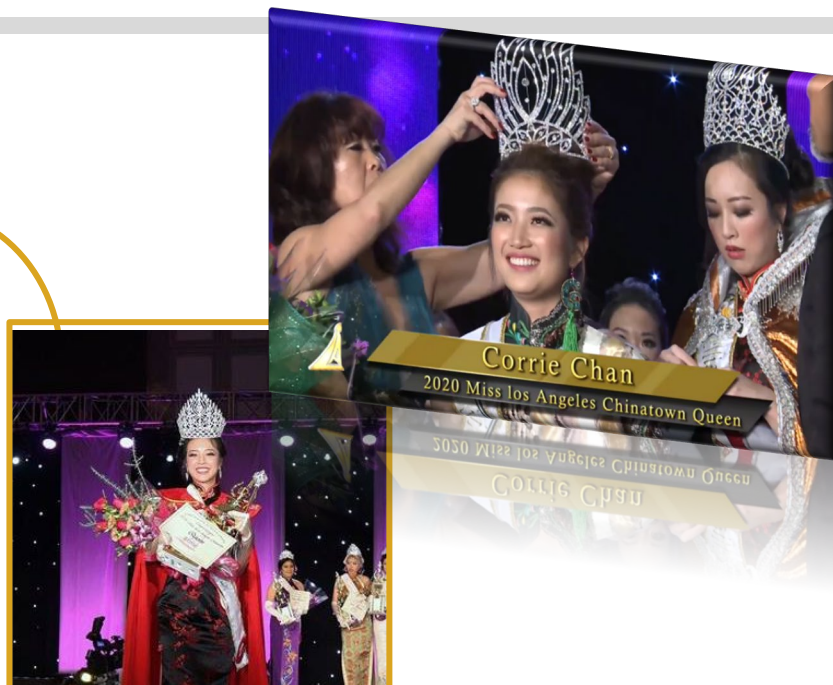
The 61st Miss Los Angeles Chinatown

第61屆羅省華埠小姐選舉

Overview

The Miss Los Angeles Chinatown Contest has been a 60-year-old time honored tradition and one of the most anticipated events in Los Angeles. The black-tie gala garners an attendance of more than 500 every year, including numerous notable public and business leaders. For the 2024 competition, CCCLA is reinventing the contest to be in line with the changing times and modernize what the Chinese Chamber of Commerce Los Angeles (CCCLA) stands for. This new Miss LA Chinatown will be a contest to showcase the next generation of leaders in the Chinese American community -- role models who embody principles of equality, integrity, and vision. The reigning court's duty will be to participate at multiple community events.

Aimed to empower the next generation of Chinese and Chinese Americans in the Greater Los Angeles, the 2024 Miss LA Chinatown contest will provide an important foundation for growth and success through networking opportunities and professional development.



60 years of Miss Los Angeles Chinatown Queens



1963

to

2019

Program of:

2024
61st Miss Los Angeles Chinatown Pageant
第61屆羅省華埠小姐選舉

Date

Sunday, February 4, 2024

Venue

The Arena at
Commerce Casino & Hotel

Schedule

5:00 PM

Red Carpet & Cocktail Reception

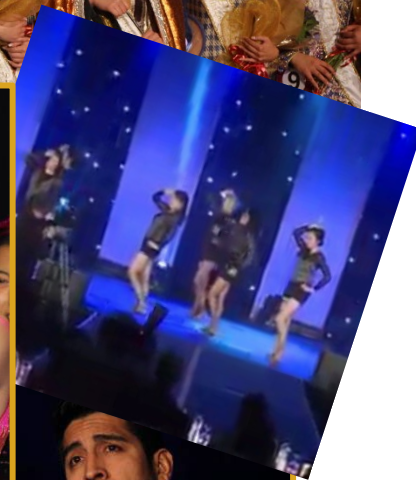
6:00 PM

Dinner

Programmin and Live Performances

9:00 PM

Winners Announced



Contest Run Down



Evening Attire

Candidate introduces her personal statement & platform



Business Attire

Candidate answers questions from the panel of Judges on Stage



Chinese Traditional

Presenting Contestant Sponsor & Coronation



Title Sponsor

2024 LA Chinatown Chinese Chamber Gala (2/4/24)
&
125th Golden Dragon Parade (2/17/24)

\$100,000 Exclusive Sponsorship

[Limited to 1 Sponsor]

LA Chinatown Chinese Chamber Gala

- Naming rights to event as: "Presented by"
- Prominent logo feature and signage recognition as Presenting Sponsor at Gala
- 30"-60" video clip of your company featured during the Gala
- On-stage acknowledgement during Gala
- Prominent logo placement in all promotional and press materials
- 3 VIP tables at Gala (valued at \$6,000 / table)
- Banner ads for your company on the Chamber website and under Miss Chinatown pages
- Opportunity to distribute a Gift Bag with your logo/products
- Product or service display at booth at event

Golden Dragon Parade

- Naming rights to event as: "**Presented by**"
- Prominent logo feature and signage recognition
- Float entry to Golden Dragon Parade (with ONE Float with production cost up to \$15K) in Position **#1** at the Parade
- Presentation of company on stage at VIP Reception and Parade
- 20 tickets to Grandstand VIP seating at the Parade
- Admission for 20 guests to VIP Lunch reception
- Company banner ads on Chamber website

Additional Benefits

- 3-year membership as a Corporate member of CCCLA (valued at \$7,500, allows for 3 employees)
- Logo and listing as Presenting Sponsor on CCCLA website and social media, with hyperlinks to company website

Platinum Sponsor

2024 LA Chinatown Chinese Chamber Gala (2/4/24)

&

125th Golden Dragon Parade (2/17/24)

\$50,000 Sponsorship

[Limited to 2 Sponsors]

LA Chinatown Chinese Chamber Gala

- Category Exclusivity
- Prominent logo feature and signage recognition as Platinum Sponsor at Gala
- 30"-60" video clip on your company featured during the Gala
- Prominent logo placement in all press and promotional materials
- 2 VIP tables at the Gala (valued at \$6,000 / table)
- Banner ads for your company on the Chamber website and Miss Chinatown pages

Additional Benefits

- 2-membership as Corporate member of CCCLA (valued at \$5,000, for 3 employees)
- Logo and listing as Platinum Sponsor on CCCLA website and social media sites, with hyperlinks to company website



Golden Dragon Parade

- Category Exclusivity
- Prominent logo feature and signage recognition as Platinum Sponsor at Parade
- Float entry to Golden Dragon Parade with your own float (float not included) in **Position #2 and #3** Sponsor at the Parade
- 10 tickets to Grandstand VIP seating at the Parade
- Admission for 10 guests to VIP Lunch reception
- Banner ads for your company on the Chamber website



Gold Sponsor

2024 LA Chinatown Chinese Chamber Gala (2/4/24)

&

125th Golden Dragon Parade (2/17/24)

\$25,000 Sponsorship

[Limited to 5 Sponsors]

LA Chinatown Chinese Chamber Gala

- Prominent logo feature and signage recognition as Gold Sponsor at Gala
- Logo placement in all press and promotional materials
- 1 VIP table at Gala (valued at \$6,000/table)
- Company banner ads on the Miss Chinatown website

Golden Dragon Parade

- Prominent logo feature and signage recognition as Gold Sponsor at Parade
- Float entry to Golden Dragon Parade (float not included)
- 4 tickets to Grandstand VIP seating at the Parade
- Admission for 4 guests to VIP Lunch reception
- Company banner ads on the Golden Dragon Parade website

Additional Benefits

- 1-year membership as Corporate member of CCCLA (valued at \$2,500, for 3 employees)
- Logo and listing as Gold Sponsor on CCCLA website and social media sites, with hyperlinks to company website

Gala/Pageant Diamond Sponsor

For 2024 LA Chinatown Chinese Chamber Gala

\$10,000

LA Chinatown Chinese Chamber Gala

- Prominent logo feature and signage recognition as Gala Diamond Sponsor
- 30"-60" video clip of your company featured during the Gala
- On-stage acknowledgement during Gala
- Prominent logo placement in all promotional and press materials
- 1 VIP tables at Gala (valued at \$6,000 / table)
- Banner ads for your company on the Miss Chinatown website
- Opportunity to distribute a Gift Bag with your logo/products



Additional Benefits

- 1 year membership as a Corporate member of CCCLA (valued at \$1,500)
- Logo and listing as Presenting Sponsor on CCCLA website and social media, with hyperlinks to company website
- 1 Full-Page Ad on Gala's Program Book



Contestant Sponsor

For 2024 The 61st Miss Los Angeles Chinatown Pageant

第61屆羅省華埠小姐選舉

- Sponsor a contestant of the 2024 Miss Los Angeles Chinatown Pageant by being their Individual / Corporate mentor. Provide guidance, advice and mentorship to this student.
- Financial Commitment: A commitment of **\$3,000** is expected.



Miss Los Angeles Chinatown Pageant

- On-stage recognition with your contestant
- Special mention on all promotional materials, program, and press events
- 2 VIP seats at the Miss Los Angeles Chinatown Pageant Gold Table.
- 2 VIP seats at the Miss LA Chinatown Pageant Pre-Event Press Conference

Table Sponsor

For 2024 LA Chinatown Chinese Chamber's Gala

VIP \$6,000
Regular \$3,500

(each table seats 10 guests)



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