

恭賀新年

2020

THE YEAR OF RAT

HAPPY NEW YEAR

新/年/快/樂/萬/事/如/意

世界日報年節展



2020 Lunar New Year Festival

年節展街會

Event Details



Date & Time

Jan. 11, 2020 10:00 am ~ 9:00 pm

Jan. 12, 2020 10:00 am ~ 7:00 pm



Festival Location

5 City Blocks

On Garvey Avenue, City of Monterey Park

Between Garfield Ave. & Alhambra Ave.

Co-Produced by

City of Monterey Park

World Journal LA, LLC

City of Monterey Park Business

Improvement District Advisory Committee



世界日報
World Journal



Year of the Rat

The Lunar New Year is traditionally celebrated for a 15-days period which generally falls in January & February on the lunar calendar. For Year of the Rat, Chinese New Year day falls on Saturday, Jan. 25th, 2020.

Family unity is the central theme of the Lunar New Year. It is a time when families gather together from around the world to celebrate. While people celebrate the festival in various ways, the main activities revolve around well-wishing, good food, shopping, and entertainment. Many Chinese customs are also practiced throughout this period to symbolize a new beginning: Homes and businesses are cleaned and decorated, new items are bought to replace the old, and new clothes are worn (specifically on New Year's Day).





2020 Lunar New Year Festival at Monterey Park

The City of Monterey Park and the World Journal LA, LLC are partnering up again to produce the festival of the year- the Lunar New Year Festival - to celebrate the Lunar New Year. The event takes up 3 quarters of a mile, or 5 street blocks and features performance stage, drawing hundreds of thousands of people to celebrate the Lunar New Year.

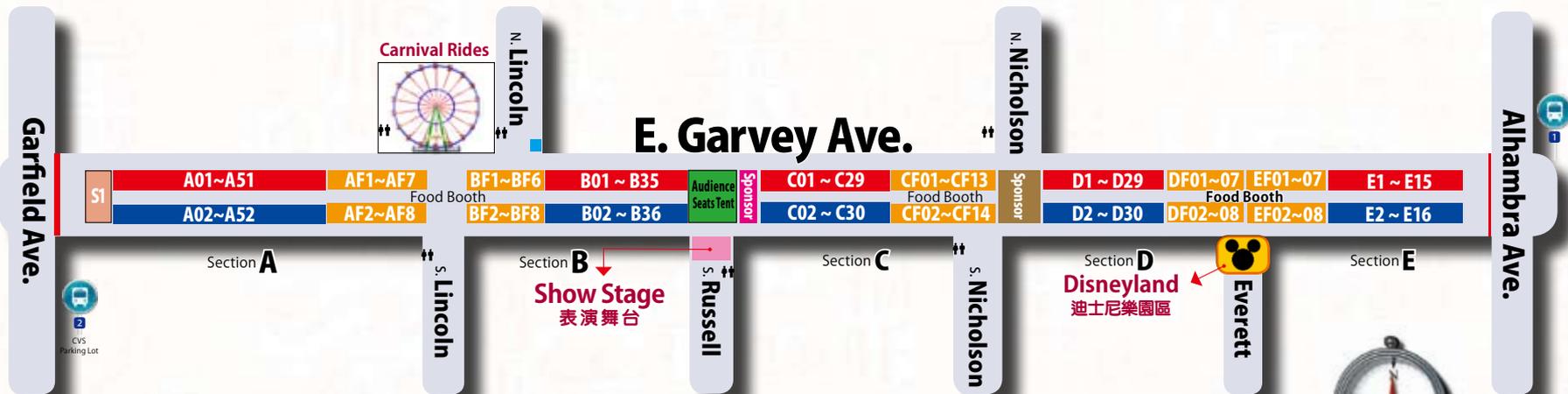
With family unity as the central theme, we hope to bring families together to celebrate this holiday season through good food, shopping, and entertainment. In addition to being a family-friendly event, it is also a prime opportunity for businesses to gain exposure and community interactions.





2020 Lunar New Year Festival 年節展 at Monterey Park

2019 map shown,
2020 to be finalized





World Journal Newspaper

World Journal Los Angeles
(WJLA) covers the southern half of California and many more western states, including Nevada and Texas.
Southern California: Los Angeles County, Orange County, Ventura County, San Diego County, Riverside County, San Bernardino County

DAILY NEWS

365 days a year, issuing 60 pages on weekdays and 80 pages on weekends



WORLD JOURNAL
SUNDAY, JANUARY 27, 2019
中華民國八十八年一月二十七日 星期日
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世報年節展 首日人潮逾15萬

消防員估計民眾比去年還多 吃遍玩樂滿場歡笑 今續舉辦



記者趙世瑜、曾特刊記者謝博

【本報訊】由世界日報主辦的「世報年節展」於上週六（廿六日）在聖地牙哥市聖地牙哥大學體育館（San Diego State University）舉行。活動內容豐富，包括舞龍舞獅、民族舞蹈、武術表演、以及精彩的武術表演等。現場氣氛熱烈，吸引了超過十五萬人次參加。主辦單位表示，今年的活動規模比往年更大，預計將持續舉辦多日。

此外，現場還設有各種攤位，提供豐富的娛樂和美食選擇。觀眾們在歡笑和歡呼聲中，度過了一個愉快的節日。主辦單位表示，今年的活動規模比往年更大，預計將持續舉辦多日。

兩百多攤位 濃濃新年味

據悉，今年的活動共設有超過二百個攤位，展示了濃濃的新年氣氛。攤位內容包括傳統文化展示、手工藝品、以及各種民俗表演。現場還設有各種攤位，提供豐富的娛樂和美食選擇。觀眾們在歡笑和歡呼聲中，度過了一個愉快的節日。主辦單位表示，今年的活動規模比往年更大，預計將持續舉辦多日。

道士起神龍舞 宋慶慶領舞

在「世報年節展」的開幕式上，一場精彩的舞龍表演吸引了眾人的目光。由宋慶慶領舞的舞龍隊，在現場展示了精湛的舞龍技藝。舞龍隊在現場展示了精湛的舞龍技藝。舞龍隊在現場展示了精湛的舞龍技藝。舞龍隊在現場展示了精湛的舞龍技藝。

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World Journal Integrated Digital Presence



407,045 downloads
as of 04/2019



91,531+ openings daily



Younger Demographic
76% of users age 18-44

WJ Mobile App provides the latest news for readers on the go whenever and wherever via smartphones or tablets



Facebook

- World Journal LA Fan Page (13,843 average reach)

WeChat

- eLife (Los Angeles)
- eLife (Las Vegas)
- eLife (Texas)

Weibo (733,000 followers)

- Los Angeles World Journal
- World Journal

Twitter

- Los Angeles

Youtube

- World Journal Channels in NY, SF and LA

World Journal Website



1,000,000+ page views daily



Promotional Channels



Street Banners
announcement banners
for 21 days in Monterey
Park



Print Media
World Journal, San
Gabriel Tribute, La
Opinion



Radio
Chinese radio broadcast



Digital
APP, Web, Social Media



TV
Local Chinese television
channels



Event Flyers & Posters
Posted in Chinese
Community

Sponsorship Option

		Industry Exclusive \$50,000	Superior Sponsor \$35,000	Diamond \$20,000	Jade \$10,000	Platinum \$5,000	Gold \$3,000
Pre-Event Benefits	Large banner on street 3 weeks before event w/ sponsor's name & logo (3 locations)	✓					
	VIP at Event press conference	✓	✓	✓			
	Guest speaker at event press conference	✓	✓				
	Sponsor's banner at press conference	✓	✓				
Event Benefits	Full page color ad on Event Map(50k circulation)	✓					
	Prime location booth space (Catering to sponsor's need. Max 4)	Max. 4	Max. 4	Max. 4	Max. 3	Max. 2	1
	Event entrance banner on ballon arch	1	1				
	Logo on stage backdrop	✓ (L)	✓ (L)	✓ (M)	✓ (M)	✓ (R)	✓ (R)
	Sponsor's vertical banner on street lamp post	8	6	6	4	2	2
	VIP at ribbon cutting ceremony	✓	✓	✓			
	Sponsor to be identified at opening ceremony	✓	✓	✓	✓	✓	✓
	Guest speaker at opening ceremony	✓	✓				
	Sponsor's stage time (15 min)	4	2	2			
	Sponsor to be announced thru. Event duration	20	18	16	12	8	
	Imprinted red envelopes of sponsor name & logo	2000 / pks	1000 / pks				
	Media Benefits	Sponsor name & logo on all event agenda	✓	✓	✓	✓	✓
Sponsor color ad on event agenda		BC FP	F / P	H / P	H / P	Q / P	
Sponsor name & logo on event poster		✓	✓	✓	✓	✓	✓
Sponsor name & logo on event print ad		✓	✓	✓	✓	✓	✓
Sponsor name & logo on www.la.worldjournal.com		✓	✓	✓	✓	✓	✓
½ page World Journal color feature exposures for sponsor's business		✓	✓	✓			
Post event centerfold pictorial coverage in WJ (w/ two quarter page color AD)		✓	✓				

Thank You!

For more information:
lunarnewyears.com

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