恭贺新年

HAPPY NEW YEAR

2020

THE YEAR OF RAT

新年快乐万事如意

世界日报年节展
2020 Lunar New Year Festival

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

City of Monterey Park
World Journal
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).
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 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 Integrated Digital Presence

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

- 407,045 downloads as of 04/2019
- 91,531+ openings daily
- Younger Demographic: 76% of users age 18-44

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

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### 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**
- **Full page color ad on Event Map (50k circulation)**
- **Prime location booth space (Catering to sponsor’s need. Max 4)**
- **Event entrance banner on balloon arch**
- **Logo on stage backdrop**
- **Sponsor’s vertical banner on street lamp post**
- **VIP at ribbon cutting ceremony**
- **Sponsor to be identified at opening ceremony**
- **Guest speaker at opening ceremony**
- **Sponsor’s stage time (15 min)**
- **Sponsor to be announced thru. Event duration**
- **Imprinted red envelopes of sponsor name & logo**

### Event Benefits
- **Sponsor name & logo on all event agenda**
- **Sponsor color ad on event agenda**
- **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)**

### Media Benefits
Thank You!

For more information:
lunarnewyears.com

Contact Us:
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