



# DOWNTOWN MERCED LAO NEW YEAR CELEBRATION

Brought to you by Vattanatham Lao Foundation

Saturday April 29, 2023



The **Downtown Merced Lao New Year Celebration** will highlight the culture and heritage of the Lao people, which were solidified during the reign of the ancient Lan Xang Kingdom (1353 C.E. - 1707 C.E. “Land of a million elephants”). After centuries of conflicts and border changes, modern-day Laos encompasses over 60 ethnic groups (including the Khmu, Hmong, and Mien) who also celebrate their respective cultural new years during different times of the year, as well as Lao New Year in April.

Before 2018, it had been over 30 years since the Lao community had a public celebration of the Lao New Year in Merced. After 2019, the celebration was canceled in 2020 due to the pandemic. In 2021 and 2022, we had smaller celebrations. For 2023, we are bringing back the parade, *tentatively with a float contest*. Each year, we hope to make the Celebration bigger and bigger, as we do our part to help revitalize Downtown Merced.

Festivities will start at 10am with the community taking part in giving alms and offering food to the Monks in the parking lot of Bangkok Restaurant. Following the offerings, the parade will begin around 1pm, from I Street down Main Street to K Street and circle back to I Street. Traditional “Baci” ceremony, water Festivities, and cultural performances will be in the parking lot of Bangkok Restaurant. Food, Artisan, Business, and organization booths will fill the streets of Downtown Merced. Live music will be played from the main stage for guests to dance until closing.

There are opportunities for businesses and organizations to be a part of this event. Join us for the **Downtown Merced Lao New Year Celebration**, and we hope to count on your support.

## Sponsorship Opportunities (not limited to one major sponsor):

### **Event Sponsor** **\$2,500**

- Company logo printed in program and all material, plus *Entertainment* perks.

### **Entertainment Sponsor** **\$1,500**

- Company logo displayed on the main stage backdrop, plus *Parade* perks.

### **Parade Sponsor** **\$1,000**

- Company banner displayed during parade, plus *Baci* perks.

### **Baci Sponsor** **\$500**

- Recognition as a host of baci ceremony, plus *Nang Sangkhan* perks.

### **Nang Sangkhan Sponsor** **\$250**

- Company logo printed on Nang Sangkhan float banner, plus *Dancer* perks.

### **Dancer Sponsor** **\$100**

- Company logo printed in program, participation in the parade, booth space, recognition at the event.

For more information about this year’s Celebration, please visit our website at <https://vattanathamlao.org/lny2023> and our Facebook page at <https://fb.com/vattanathamlao>.

E-mail: [VLF@vattanathamlao.org](mailto:VLF@vattanathamlao.org) | Facebook direct message: <https://m.me/vattanathamlao>  
Vattanatham Lao Foundation 1146 Mirror Lake Dr. Merced, CA 95340 | Non-profit ID: C4759036



# DOWNTOWN MERCED LAO NEW YEAR CELEBRATION

Brought to you by Vatthanatham Lao Foundation

Saturday April 29, 2023

## SPONSORSHIP FORM



PLEASE CHECK APPROPRIATE SPONSORSHIP LEVEL(S):

<input type="checkbox"/> \$2,500 - Event Sponsor	<input type="checkbox"/> \$500 - Baci Sponsor
<input type="checkbox"/> \$1,500 - Entertainment Sponsor	<input type="checkbox"/> \$250 - Nang Sangkhan Sponsor
<input type="checkbox"/> \$1,000 - Parade Sponsor	<input type="checkbox"/> \$100 - Dancer Sponsor

### ORGANIZATION INFORMATION (please print clearly):

Organization: \_\_\_\_\_

Coordinator Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### SPONSORSHIP LEVEL PAYMENT INFORMATION:

Sponsorship Amount: \$ \_\_\_\_\_

Enclosed is check #: \_\_\_\_\_

PLEASE INVOICE

### MAIL COMPLETED FORM TO:

Vatthanatham Lao Foundation

1146 Mirror Lake Drive

Merced CA 95340

For more information about this year's Celebration, please visit our website at <https://vatthanathamlao.org/ny2023> and our Facebook page at <https://fb.com/vatthanathamlao>.

E-mail: [VLF@vatthanathamlao.org](mailto:VLF@vatthanathamlao.org) | Facebook direct message: <https://m.me/vatthanathamlao>  
Vatthanatham Lao Foundation 1146 Mirror Lake Dr. Merced, CA 95340 | Non-profit ID: C4759036