































Celebrate the Mid-Autumn Festival at the Great Park with an evening filled with culture, community, and joy. This beloved tradition, observed by many East and Southeast Asian communities, is a time to honor family, gratitude, and togetherness. Guests will enjoy live music and dance performances, cultural exhibits and cuisines, night market games, educational displays, and a vibrant atmosphere that captures the spirit of the season.

With an estimated attendance of 15,000 guests, sponsors will have a unique opportunity to showcase their brand and engage with the community in a meaningful and memorable way. This multi-generational event offers a chance to connect with guests — building brand loyalty, sparking interest, and encouraging lasting engagement with their products or services.

	Presenting Sponsor \$15,000	Community Sponsor \$7,500	Supporting Sponsor \$5,000	Culinary Demonstration Sponsor \$2,000	Mooncake Walk Sponsor \$2,000
<b>Sponsorship Benefits</b>	Booth(s) or footprint up to one 10'x40' in prominent location. <i>Display may include vehicle.</i>	Booth(s) or footprint up to 10'x30' in prominent location. <i>Display may include vehicle</i>	Booth(s) or footprint up to 10'x20' in prominent location.	Booth(s) or footprint up to 10'x10' in prominent location.	Booth(s) or footprint up to 10'x10' in prominent location.
 Display booth with banner					
 Event website advertising	Large logo + link	Medium logo + link	Medium logo + link	Small logo + link	Small logo
 Complimentary parking passes	10 parking passes	6 parking passes	4 parking passes	2 parking passes	2 parking passes
Sponsor acknowledgment on event signage*					
Sponsor recognition by Mayor/City Councilmember at Welcome Ceremony	 <i>Recognition Award</i>	 <i>Recognition Award</i>			
Recognition on City-issued press release					
Social media					
Sponsor logo on event advertisement at Great Park Live Digital Screen	 <i>Main Stage Screen</i>	 <i>Main Stage Screen</i>	 <i>Entrance Screen</i>		
Sponsor acknowledgment on stage schedule*					
Individual company signage placed at entrances <i>(Locations, quantity, and content must be pre-approved by the City and provided by the sponsor.)</i>					
Stage naming opportunity					

Apply by July 15 at [cityofirvine.org/midautumn](https://cityofirvine.org/midautumn)

Applications may close prior to July 15 if sponsorship level is full. Submitted applications do not guarantee your participation in the event. The City of Irvine retains the right to accept or reject applications based on appropriateness, availability, duplication of service, and/or other criteria as deemed necessary. Applications will be considered in the order in which they are received. \*Company name acknowledgment as sponsor on press-related materials is dependent on print size and time constraints. \$500 opportunities available for Irvine-based businesses and nonprofits.