

# MARA ANNUAL GALA

“Reunite Strength, Create the Future”

PRESENTED BY MASSACHUSETTS ASIAN  
RESTAURANT ASSOCIATION

## SPONSORSHIP PACKAGE

2024

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SEPTEMBER 10TH

6:00 PM TO 9:00 PM

KOWLOON RESTAURANT  
948 BROADWAY, SAUGUS, MA 01906

TICKETS:  
\$50/PERSON WITH ADVANCE REGISTRATION  
\$65 AT THE DOOR

MARA MEMBER RECEIVES TWO COMPLIMENTARY  
TICKETS. ADDITIONAL TICKET IS \$50 EACH.



**MASSACHUSETTS**  
Asian Restaurant Association



## MASSACHUSETTS Asian Restaurant Association

In partnership with  
Massachusetts Restaurant Association



## Who We Are

MARA is a non-profit corporation registered at Commonwealth of Massachusetts. It provides a platform connecting Asian restaurant members with professional service providers as well as relevant governmental entities to enhance the communication, collaboration and benefit the food industry.



## What is the Gala For?

It serves as an ideal platform for networking, building valuable connections, and showcasing products and services to a highly relevant and engaged audience.



## Our Audience

The MARA Annual Fundraiser attracts a diverse audience, including restaurant industry owners and operators, vendors and suppliers, affiliated members, businesses and organizations interested in supporting and collaborating with the Asian restaurant industry.

CONTACT US



<https://ma-ara.org/>



[info@ma-ara.org](mailto:info@ma-ara.org)



617-331-3012 (Andy)



kejinghu0130@gmail.com(Kejing)

## Please join us at the Massachusetts Asian Restaurant Association 2024 GALA Annual Celebration! —————

The 2024 Massachusetts Asian Restaurant Association (MARA) Annual Gala is upon us. We cordially invite restaurant owners, business partners, related organizations, and friends to come together to foster the development of the Asian restaurant industry. This annual gala is an important platform for networking, sharing experiences, showcasing innovations, and inspiring collaborations. Whether you are a longtime supporter or a new member of our community, we hope to take this opportunity to express our gratitude for your contributions and support, and to look forward to future collaborations.

MARA is a non-profit corporation registered in the Commonwealth of Massachusetts. It is a platform connecting Asian restaurant members with professional service providers as well as relevant governmental entities to enhance the communication, collaboration and benefit the food industry. Founded in 2018 and formed a partnership with Massachusetts Restaurant Association (MRA) in 2020, the official launch party took place in 2021 with over 400 guests in attendance. Since then, the association has held multiple educational business seminars, regional round tables events, job fairs, in addition to the 2022 and 2023 Annual Gala Meeting.

The 2024 Annual Gala Celebration at Kowloon Restaurant will bring the MARA team together with new and existing members, sponsors, partner organizations and guests to celebrate the industry's progress and plan for future growth. The guest speakers will be announced in the near future. With live music, entertainment, delicious catering by Kowloon restaurant, MARA's signature mooncakes and a special coupon book, it will be a memorable night for you. Let's look forward to it together and see you on September 10th!

Sincerely,



Bob Wong

**MARA Co-President**



Andy Kuang

**MARA Co-President**



# About The Event

*The Massachusetts Asian Restaurant Association (MARA) Annual Gala is our flagship event dedicated to gathering members, industry professionals, distinguished guests, supporters and friends to share an enjoyable evening together, to learn about what we have done over the past year, and to raise funds for our association's efforts for the upcoming year.*

*As the only statewide nonprofit association focused on assisting the Asian restaurant industry in Massachusetts, this event holds special significance. We aim to provide vital information and resources to restaurant owners and operators, ensuring they have access to the support they need to thrive.*



# Sponsorship Benefits —

## BRAND EXPOSURE

Gain visibility and exposure for your brand across multiple media platforms, including event promotions, social media campaigns, press releases, and our association & website.



## PROMOTIONAL OPPORTUNITIES

Showcase your products, services, or initiatives through various promotional channels during the event, such as signage, branding materials, product displays, and demonstrations.



## NETWORKING

Connect with industry professionals, influential stakeholders, and potential business partners during the event, fostering valuable relationships and opportunities for collaboration.



## LOGO AND RECOGNITION

Receive prominent logo placement and recognition in our program book, ensuring your brand stands out and receives acknowledgment for its support.



## STAGE ACKNOWLEDGMENT

Enjoy recognition from the stage during the event program, highlighting your commitment to the Asian restaurant industry and your contribution to the association.



## COMPLIMENTARY EVENT TICKETS

Receive complimentary tickets to the MABA Annual Gala, allowing you and your guests to attend and enjoy the event.



# Sponsorship Tiers

We offer various sponsorship levels tailored to meet your specific objectives and budget. Each level provides increasing benefits, recognition and exclusive privileges.

SPONSORSHIP BENEFITS	\$5,000 PLATINUM	\$3,000 GOLD	\$1,000 SILVER	\$500 BRONZE	\$250 FRIENDSHIP CIRCLE
Name & logo recognition at MARA events for one year	√				
Speaking opportunity	√	√			
Video submission option	Up to 2 mins	Up to 1 min			
Stage acknowledgment	√	√			
Eligible to become an Endorsed Partner	√	√			
Vendor Booth opportunity	√	√	√		
Complimentary Tickets	20	15	10	6	
Logo placement in event program book & signage	√	√	√	√	√
Logo on website and social media platforms	√	√	√	√	√
Feature in the gala restaurant coupon book*	√	√	√	√	√

Note: The benefit marked with "\*" applies only to restaurants.

## CONTACT INFORMATION

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

TOTAL PAYMENT \_\_\_\_\_

PLEASE MAKE CHECK PAYABLE TO "MARA"

MARA (ATTN: HUIMING, GUO)  
20 WALNUT ROAD  
SWAMPSCOTT, MA 01907

OR

MAKE THE  
PAYMENT  
ONLINE





# Contact Us

Thank you for taking the time to read through our proposal and for your interest in supporting our association and cause. To learn more about sponsorship opportunities or to discuss custom packages, please email [info@ma-ara.org](mailto:info@ma-ara.org).

 [info@ma-ara.org](mailto:info@ma-ara.org)

 [www.ma-ara.org](http://www.ma-ara.org)

