

# Annual Gala

PRESENTED BY MASSACHUSETTS ASIAN  
RESTAURANT ASSOCIATION

## SPONSORSHIP PACKAGE

2023

---

**AUGUST 15TH, 2023**

**6:00 PM TO 10:00 PM**

**KOWLOON RESTAURANT  
948 BROADWAY (RTE. 1), 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

**The MRA**   
Massachusetts Restaurant Association  
Access • Influence • Protection



## 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)



948 Broadway (Rte. 1),  
Saugus, MA 01906

# Please join us at the Massachusetts Asian Restaurant Association 2023 GALA Annual Celebration! —————

The 2023 Massachusetts Asian Restaurant Association (MARA) Annual Meeting is upon us. We invite restaurants, business partners, organizations, and friends to join us in promotion of the Asian owned restaurant industry in conjunction with celebrating the August Moon Festival! Dating back over 3,000 years, the August Moon Festival celebrates the gathering of friends and family, giving thanks for the harvest and prayers for the future.

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, a job fair, in addition to the 2022 Annual Gala Meeting.

The 2023 GALA Annual 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 and delicious catering by Kowloon restaurant, it will be a memorable night for you. Let's look forward to it together and see you on August 15th!

Sincerely,

*Bob Wong*  
Bob Wong

**MARA Co-President**

*Andy Kuang*  
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 MARA 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
Logo on all MARA 2023 current & upcoming events and featured placement on website	x				
Speaking Opportunity	x	x			
Video submission	Up to 2 mins	Up to 1 min			
Acknowledgment from the stage during event program	x	x			
Vendor Booth opportunity	x	x	x		
Complimentary Tickets	20	15	10	6	
Logo placement in event program book & signage	x	x	x	x	x
Logo on website and social media platforms	x	x	x	x	x

## CONTACT INFORMATION

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

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

ADDRESS \_\_\_\_\_

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

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

PLEASE MAKE CHECK PAYABLE TO "MARA"

MARA (ATTN: JASON YU)  
246 ELM ST  
SOMERVILLE, MA 02144

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)

