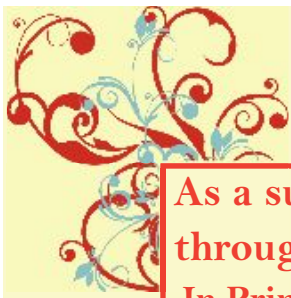




The theme for the 2011 CelebrAsian: The 9th Annual Asian Heritage Festival was *Building Connections*. On May 13, 2011, the inaugural IowAsia Business Summit took place, bringing together Iowa businesses and 9 foreign dignitaries from prominent Asian countries. On May 14, 2011, over 25,000 people ventured to the State Capitol Complex in Des Moines to attend CelebrAsian, hosted by the Iowa Asian Alliance. Attendees were able to experience the offerings of thirteen Asian villages, food from more than 30 vendors, local and national Asian entertainment acts, fine arts, sports and martial arts. CelebrAsian is possible due to the support of local businesses and media outlets.

www.CelebrAsian.org



Media Inventory

As a supporter of the event, your company name was promoted through the following:

In Print....

- Over 500 posters distributed throughout Central Iowa
- 1,000 onsite programs distributed
- Two two-page full color spreads in Des Moines Juice and the Datebook
- Over 30 calendar of events placements
- 20 sidewalk stencils strategically placed in downtown Des Moines the week prior to the event



On Broadcast...

- 522 television commercial spots on Mediacom channels
- 134 radio spots on Lite 104.1 & 93.3 KIOA
- 5 radio show interviews and 4 TV show interviews

Through Interactive Media...

- Through YouTube, 57 CelebrAsian videos were viewed over 5,300 times
- More than 1,400 CelebrAsian Facebook members were updated through wall posts
- 640 followers on Twitter received 497 updates about the event
- 12,000 website visitors to www.CelebrAsian.org
- 15 email blasts to over 1,500 contacts

Look for opportunities on how you can participate in the 10th Annual CelebrAsian coming soon!



“The CelebrAsian Festival brings many communities together under one ‘umbrella.’ The sights, sounds and savory food of the different Asian cultures are a delight to the senses!”

**Julie Haggerty
CelebrAsian Volunteer**





Connect

CelebrAsian provided an opportunity for you to connect with and build relationships within this important community. Consider the following facts according to the State Data Center of Iowa.



41%

Increase in Asian enrollment between the 1999-2000 and 2008-2009 school years.

9,920

The numeric change in the Asian population from 2000 to 2008. This is a 26.4% increase for the period.

Attendance at the Festival

- Des Moines Police estimated over 25,000 people were in attendance.
- Over 100 VIP's representing over 30 companies, 5 consulates, and 4 elected officials came to the annual VIP brunch during CelebrAsian.
- Over 150 volunteers from across the state pitched in to help CelebrAsian run smoothly.

Inaugural IowAsia Business Summit

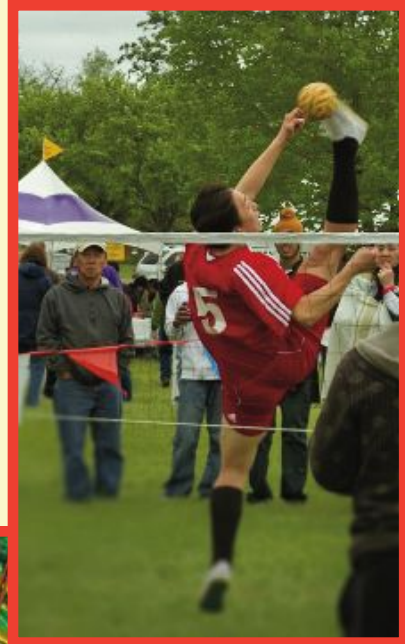
- Governor Terry Branstad was on hand to deliver the opening speech for the inaugural event.
- 9 foreign dignitaries attended representing 4 prominent Asian countries.
- Foreign dignitaries met with 7 Iowa businesses to build relationships and create opportunities to connect to Asian countries.



Thank you

With your support, CelebrAsian was able to represent and share Asian heritage through....

- 13 villages sharing food, gifts and cultural displays
- 20 Live cultural performances
- 7 Food demonstrations
- The 2nd Annual Takraw Tournament, which brought in 15 teams from 4 states
- The Warrior Spirit Martial Arts Competition, featuring 24 warriors from across the Midwest



The Iowa Asian Alliance thanks you for your support of CelebrAsian: The Annual Asian Heritage Festival.

It is only with your generous support that the Iowa Asian Alliance can continue to highlight and share the many cultural traditions of this fast-growing community of Iowans. We look forward to continued partnership with your organization as we work together to build a more inclusive, vibrant and prosperous community.