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CelebrAsian 2024

Dear Village Leader(s),

Your invaluable partnership contributed to the tremendous success of our 20th Anniversary, CelebrAsian. We're excited to invite you once again to join us for our 21st annual Asian Heritage Festival on Friday, May 24th, and Saturday, May 25th.

CelebrAsian offers an immersive experience in the sights, sounds, and tastes of Asia and the Pacific Islands, attracting thousands of attendees from across the states. The past two years have seen record turnout, exceeding 80K attendees with 15 Villages showcased! This festival blends past traditions with contemporary contributions, fostering lasting appreciation for our diverse cultures.

Our goal is to deliver a high-quality, cost-effective event that is free and welcoming to all attendees. Your partnership is crucial to making this cultural event a reality and contributing to Iowa's vibrant, inclusive community.

Our dynamic leadership team is eager to collaborate with you again to ensure that CelebrAsian remains one of the largest premier festivals in the Midwest. For details on this year's registration fees and guidelines, please review the enclosed packet. Please reach out to our amazing volunteer leaders below for any assistance.

2024 CelebrAsian Leaders

Lisa Thai, Festival Chair | lisa.thai8@gmail.com | 515-771-2176

Maulik Shroff, Festival Vice Chair | shroffiowa@gmail.com | 515-779-9240

Jade Cao, Village Director | 515-423-1125

Maulik Shroff, Vendor Director | 515-779-9240

Email: celebrasian.villageandvendor@iowaasianalliance.com

Thank you for being a part of an event that cultivates lifelong learning and appreciation within our diverse communities. Let's make the 21st Asian Heritage Festival the best one yet!

Sincerely,

Nu Huynh - Executive Director, Iowa Asian Alliance
nu@iowaasianalliance.com | 515-770-1026



CelebrAsian 2024
21st ANNUAL ASIAN HERITAGE FESTIVAL
Friday, May 24th – 11am to 10pm
Saturday, May 25th – 11am to 10pm
Western Gateway Park – Des Moines, IA



IOWA ASIAN ALLIANCE



CelebrAsian 2024 VILLAGE APPLICATION

Register today for the 21st annual Asian Heritage Festival, CelebrAsian!



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Village Checklist and Key Dates (subject to changes as needed)

Monday, February 5th Village Meeting (online)

- Kick-off meeting! Review changes, timeline, fees and theme.

March 15th – Online Application Deadline

- To be reviewed and approved by Village Director.

Monday, March 25th Village Meeting (in-person/ online)

- Application and payment in full by March 25th to participate in Village selection.
- Review festival map. Village selection.

Monday, April 15th Village Meeting (online as needed)

- All outstanding info & forms due– extra equipment, electrical, performances, etc.
- Cooking demo info to celebrasian.culinary@iowaasianalliance.com.
- Cultural performance & fashion show info to celebrasiantertainment@iowaasianalliance.com.

Monday, April 22nd Village & Vendor Meeting (in-person/ online)

- Temporary food license and inspection requirements by Food Inspector.
- Fire safety requirements by Des Moines Fire Department.
- Electrical requirements by Ziegler.

Wednesday, May 15th Village & Vendor Meeting (in-person/ online)

- Review final map, logistics and setup.

Thursday, May 23rd @5:00pm – Western Gateway Park

- Village setup, verify equipment, electrical needs, etc.
- Entertainment run-through on main-stage as needed.

Friday, May 24th & Saturday, May 25th – Western Gateway Park

- CELEBRASIAN! Villages may arrive NO earlier than 4PM Thursday to set up.
- Villages may arrive NO earlier than 8AM Friday and Saturday for set up.
- Setup must be completed, and all vehicles removed from festival grounds by 10AM.
- All Villages and Food Vendors MUST remain open for visitors till close of festival at 10PM.
- Submit sales tax form within 10 days post festival.

Questions? Email leads at celebrasian.villageandvendor@iowaasianalliance.com.

Jade Cao, Village Director | 515-423-1125

Maulik Shroff, Vendor Director | 515-779-9240



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Village Lead Role & Responsibilities

Each Village should have two leads to ensure full participation and representation in CelebrAsian. Each Village will receive two festival shirts and two VIP Reception tickets. The Village Leads are responsible for ensuring the following tasks are completed by set deadlines:

1. Ensure your community understands and follows the restrictions supplied for temporary food service, usage of space, electricity, entertainment, trash, grease disposal, and cleanup.
2. Recruit enough volunteers to appropriately staff all Village tents and activities.
3. Notify Village Director if, for any reason, your Village cannot host a minimum of 2 tents (Cultural and Gift). Failure to meet all criteria may result in forfeiting participation.
4. Ensure all information and criteria provided in the CelebrAsian meetings are conveyed to your Village participants.
5. **April 15th Deadline**
 - Cultural Performance & Fashion Show Participation – Email Entertainment Committee at celebrasianentertainment@iowaasianalliance.com the following details:
 - ✓ Cultural Performance Participation and audio file(s).
 - ✓ Fashion Show Participation, audio file(s) and description.
 - ✓ Saturday Opening Ceremony – provide names of 2 Village reps to be on stage.
 - ✓ Saturday VIP Reception – provide names of 2 Village attendees.
 - Culinary Tent Participation – Email Culinary Director, Bill Lu at celebrasian.culinary@iowaasianalliance.com the following details:
 - ✓ Chef name(s), recipe(s), and applicable photo(s) to be featured.
 - ✓ Questions – call Bill at [248-787-8211](tel:248-787-8211).
6. Iowa Department of Inspections and Appeals (515-281-7102):
 - Complete and submit Temporary Food License no later than **May 1st**. Approval must be received prior to festival dates.
 - Hold 1:1 meeting with Food Inspector to ensure food and beverage items for sale will meet all prep and cooking criteria no later than **May 15th**.
7. Sales Tax Permit – provided by the Iowa Department of Revenue - 515-281-3114.
8. Communicate any concerns/suggestions to CelebrAsian Executive Team in a timely manner.
9. Encourage all participants of your Village to meet at the Western Gateway Park for set-up and Entertainment walk-through on **Thursday, May 23rd after 5:00pm**.



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Village Participation Form

Village Name: _____

Village Primary Contact: _____ Title: _____

E-mail: _____

Daytime Phone: _____ Evening/Cell Phone: _____

Address: _____

City/State/Zip: _____

EIN (required for non-profits): _____

Category	Name	Phone	Email
Village Leader			
Cultural/Gift Tent Contact			
Food Tent Contact			
Emergency Contact			

Cultural Performance & Fashion Show Participation – Deadline April 15th

All details finalized to Entertainment at celebrasian-entertainment@iowaasianalliance.com in order to receive credit for participation.

Fashion Show Confirmation (\$50 credit): _____ YES _____ NO

Cultural Performance Confirmation (\$50 credit): _____ YES _____ NO

Cooking Demo Participation – Deadline April 15th

All details finalized to Culinary Director, Bill Lu at 248-787-8211 or email at celebrasian.culinary@iowaasianalliance.com.

Cooking Demo Confirmation: _____ YES _____ NO



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Village Fees Form

Our goal is to raise enough funds to help offset inflation and ensure your cultural and gift tents remain free. We encourage you to host a food tent for a complete Village experience.

1. Cultural & Gift Tents – These 2 tents will depict the history, culture, and traditions of your Village. We encourage you to incorporate hands-on activities. You may also sell various gift items to help raise funds for your Village.
2. Food Tent – This tent will sell food authentic to the designated culture. **ONLY ONE established business food vendor allowed per village. All other established business food vendors MUST register individually as a business vendor. ***

Tent Fee Description	Fee	Cost
Village Cultural/Gift Tents (Fri & Sat, 2 tents, 2 tables, 4 chairs, basic electricity)	FREE	
Village Food Tent ONLY with Cultural Tent (Fri & Sat, 1 tent, 1 table, 2 chairs, basic electricity)	\$500	
Refundable Damage Deposit	\$150	
Full Village Cost	\$650	

Additional Equipment	Fee	# Ordered	Cost
Additional Tent*	\$400 per tent		
Additional Electricity (required for food tent with electrical appliances)	\$150 (50 amps)		
Additional Tables	\$17 per table		
Additional Chairs	\$3 per chair		
Late Processing Fee (After March 25 th)	\$100 per village		
Cultural Performance and/or Fashion Show	\$50 credit \$50 credit		Credit applied AFTER completion.
Total Village Cost			

***Please contact Village Director if you need to order additional tents for your village. No additional business vendors (not affiliated with Village) are allowed to occupy any Village tent. Non-Village vendors must register as a business vendor.**



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Electrical Usage Form

All Villages will receive 1 (20 amp) outlet box for cultural/gift tents. Food tent also comes with 1 (20 amp) outlet box. Each outlet box is a 20-amp circuit with 4 plug points with a maximum power of 120 Volts/2400 Watts. For example, one toaster may be equivalent to 10 amps vs. a light bulb may be 1 amp. You must plan accordingly for your electrical needs to prevent electrical outages. If you are operating a food tent and have any electrical appliances, you will need to pay an additional \$150 for electricity.

Indicate ALL electrical items and quantity you intend to bring to the festival. We MUST have this information to supply adequate electricity. Please indicate if any of your equipment requires anything other than the standard 120 outlets.

Item Description	Quantity	Watts (on appliance tag)	Volts (on appliance tag)	Watts/ Volts = Amps	Misc Notes
Ex. Rice Cooker	1	1600 W	120 V	1600/120 = 13.3 amps = one 20 amp unit	



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Food Menu Agreement

Please list specific food item(s) you plan to sell. You will only be permitted to sell what you have listed. IAA may limit quantity of similar vendors. IAA reserves the right to exclude applicants whose products and /or services are inconsistent with the mission and vision of IAA.

You must list all food and beverage items you intend to sell on your food permit application. Any changes must be communicated and approved by the State Food Inspector PRIOR to the festival. Food tent contact should schedule a 1:1 meeting with the Food Inspector to ensure all food prep requirements will be met.

Please limit your items to 10 or less and price range from \$1 to \$15 with at least 50% of your food items a la carte averaging \$5 to \$10 to ensure a diverse offering of affordable options for everyone to enjoy.

Item #	Food Item Name / Description
1. Featured Food	
2	
3	
4	
5	
6	
7	
8	
9	
10	



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Village Logistics & Requirements AGREEMENT

FESTIVAL SETUP

- ✓ Must have a valid Temporary Food License to sell food.
- ✓ Must have Sales Tax Permit to sell any goods or services.
- ✓ Participants agree to ONLY sell cultural beverages and hot drinks. NO water, sodas or alcohol can be sold outside of IAA.
- ✓ Bags of ice will be available for purchase from IAA onsite.
- ✓ A refrigerator truck is available on festival site for all food vendors to store food at no extra cost.
- ✓ No Villages will be allowed to set up without receipt of full payment.
- ✓ Each Village will be responsible for cleaning and bringing their own trash cans/bags as needed. IAA will provide one trash bin and one grease/water disposal bin per food tent.
- ✓ Villages and Vendors are prohibited from setting up pop-up tents without prior IAA approval. If IAA discovers a Village or Vendor has set up extra tents in their village, IAA has the right to remove it.
- ✓ Village tent area must be CLEARED of all trash, personal equipment and no damage to rented festival equipment and festival grounds to ensure full refund of damage deposit by end of event.
- ✓ Improper disposal of any grease or oil may result in fines and banned from future participation.
- ✓ Participants should arrive no earlier than 4:00pm Thursday for setup.
- ✓ Participants should arrive no earlier than 8:00am for setup on Friday & Saturday.
- ✓ Setup must be completed, and all vehicles removed from festival grounds by 10am.

FESTIVAL SAFETY

- ✓ IAA will provide overnight security and general security during festival hours. However, every festival participant needs to ensure your tent(s) are secured and all valuable items are not left unattended.
- ✓ IAA will not be responsible for any injury to participants or for any loss or damage to any property including by reason of weather, fire, accident, theft, or any other cause.
- ✓ Each participant is responsible for all injury, damage, loss and death caused by participant or its employees in connection with its participation at the festival.

FESTIVAL AESTHETICS

- ✓ IAA reserves the right to prohibit any booth or proposed booth which in its opinion is not suitable to, or in keeping with the character of, the festival. This reservation concerns persons, objects, conduct, printed matter, souvenirs, types of foods, and all other items that affect the character of the festival.
- ✓ Participant understands and agrees that IAA shall have the right to limit, control, regulate, or otherwise prohibit all signage to ensure consistency of signage and branding.

I have read, understand and fully comply with the stated Village Agreement as listed above.

Print Name: _____

Signature: _____ **Date:** _____