



CALIFORNIA  
STATE  
UNIVERSITY,  
FRESNO

July 10, 2024

Dear Friend,

### **Support Hmong Heritage Education Day 2024**

On December 14, 2024, Fresno State will host the Hmong Heritage Education Day, honoring 50 years of resilience and perseverance and celebrating the Hmong people's rich cultural heritage and traditions. President Saúl Jiménez-Sandoval, the Hmong Heritage Education Advisory Board members, and guests from the greater community will attend this event to recognize the accomplishments and legacies of the Hmong community and empower the next generations of Hmong Americans.

Faculty, staff, administrators, educators, students, and community members will share academic information, student success programs, and community resources. The event will provide students, parents, and community members valuable opportunities to engage and build a supportive network for academic and personal success. The day will conclude with the vibrant celebration of the Hmong New Year, featuring traditional Hmong dances, music, and artistic performances.

### **What do we need?**

We need sponsorship to support the Hmong Heritage Education Day and make this event successful.

### **Why sponsor?**

**Preserving Hmong Culture and Language:** Hmong heritage is woven with life stories that exemplify strength and determination. These narratives remind the Hmong community of their journey and accomplishments, offering hope and inspiration to future generations. By safeguarding these traditions, we ensure that the rich legacy of the Hmong continues to thrive and enrich the broad communities.

**Supporting Student Success:** Many Fresno State and local students of Hmong heritage participate in and attend this annual celebration. Heritage education enhances civic awareness and fosters a sense of belonging, promoting academic success and personal growth among students rooted in their cultural identity.

### **Sponsorship Opportunities**

We invite you to support this event by joining other sponsors and donating to this cause. We will recognize your contribution as a valued sponsor and promote your organization throughout our event. Please complete the attached sponsorship commitment form by October 1, 2024.

Thank you for partnering with Fresno State to keep the Hmong heritage alive and supporting student success. We look forward to your participation in this impactful and meaningful event.

Sincerely,

*Bao Johri*  
Bao Johri

Vice President for Information Technology and CIO

### **Technology Services**

2225 E. San Ramon Ave., M/S MF93

Fresno, CA 93740

559.278.7280

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# 2024 Hmong Heritage Education Day

## SPONSORSHIP OPPORTUNITIES

### PLATINUM

\$10,000

- Presenting sponsor recognition
- Table at the information fair
- Table for 8 at the Hmong New Year Celebration
- Recognition on all printed and digital materials
- Full page recognition in the event program
- Public acknowledgement of sponsorship at the celebration
- Logo prominently featured in all communications about the event, on social media, and on all tables at the event
- VIP seating at evening reception

### DIAMOND

\$5,000

- Table at the information fair
- Table for 8 at the Hmong New Year Celebration
- Name recognition in the event program and on all printed and digital materials
- Public acknowledgement of sponsorship at the celebration
- Logo prominently featured in all communications about the event, on social media, and on all tables at the event
- Preferred seating at evening reception

### GOLD

\$2,500

- Table at the information fair
- Table for 8 at the Hmong New Year Celebration
- Name recognition in the event program and on all printed and digital materials
- Public acknowledgement of sponsorship at the celebration
- Preferred seating at evening reception

### SILVER

\$1,000

- Table at the information fair
- Table for 8 at the Hmong New Year Celebration
- Name recognition in the event program and on all printed and digital materials
- Public acknowledgement of sponsorship at the celebration

Contact person:  
Phong Yang

Phone:  
559.278.1164

Email:  
pyang@csufresno.edu



# 2024 Hmong Heritage Education Day

## SPONSORSHIP FORM

### PLATINUM

**YES, WE WILL SUPPORT!**

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SPONSORSHIP LEVEL:**

- \$10,000** - Platinum
- \$5,000** - Diamond
- \$2,500** - Gold
- \$1,000** - Silver
- \$\_\_\_\_\_ I am unable to attend, but I would like to support Hmong students at Fresno State.

**PAYMENT METHOD:**

Check/money order enclosed in the amount of \$\_\_\_\_\_.00

**Make check/money order payable to:**

Fresno State Foundation

\*Add account code # 300825 to your check. **Return this form with your payment**

**Return sponsorship form to:**

California State University, Fresno Foundation  
4910 N. Chestnut  
Fresno, CA 93726-1852  
Tel: 559.278.0850



**FOR MORE INFORMATION**

Contact person:  
Phong Yang

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