



TAO OF TOMORROW



TAO
NEXT GEN

LUNAR LEGACY

A HAUNTED MOONLIT FESTIVAL

PARTNERSHIP OPPORTUNITIES
OCTOBER 4 & 5, 2025

WWW.TAOOFTOMORROW.ORG
WWW.TAONEXTGEN.ORG



EVENT DETAILS

OCTOBER 4-5, 2025

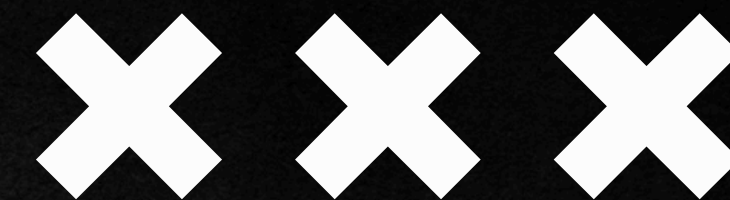
- SAT: 4PM – MIDNIGHT
- SUN: 4PM – 10PM

**LOCATION: ORANGE COUNTY
FOUNTAIN VALLEY HIGH SCHOOL**

EXPECTED ATTENDANCE
3,000 – 5,000 (OVER 2 DAYS)



T O T TAO OF TOMORROW



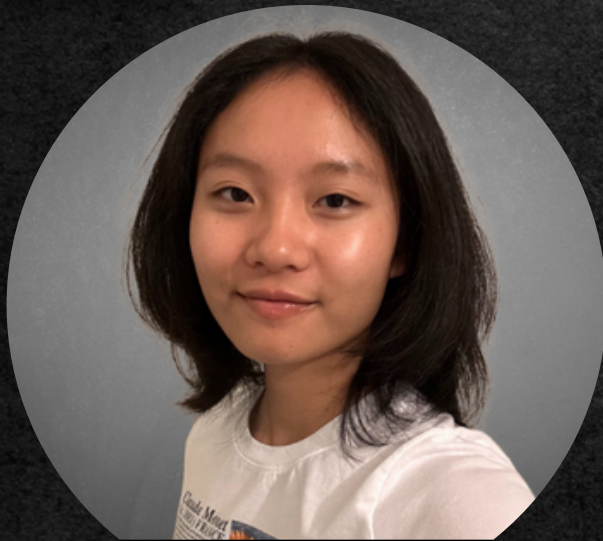
Tao of Tomorrow is a 501(c)(3) non-profit, community based organization designed to provide Asian American youth volunteer opportunities through service projects & community initiatives, to uplift minorities and underserved populations and empower them to engage with their heritage and build meaningful relationships across generations.

Tao NextGen is a student-run, non-profit organization dedicated to strengthening the bonds between Asian American students and their first-generation relatives. As a sister organization of Tao of Tomorrow, we share a unified mission of fostering understanding and connection within the Asian community. Our efforts aim to bridge cultural gaps, promote mutual respect, and create a supportive network for both students and their families.

STUDENT FOUNDERS



IVANA TA
(JUNIOR)



TAM-ANH VU
(JUNIOR)



BRANDON LE
(JUNIOR)



ANGELA CHO
(JUNIOR)

EDISON HS
HUNTINGTON BEACH, CA

FOUNTAIN VALLEY HS
FOUNTAIN VALLEY, CA

CENTENNIAL HS
CORONA, CA

EVENT CONCEPT

A fusion of Mid-Autumn lanterns and mooncakes with the eerie, fun vibes of Halloween.



This night market blends the warm, glowing beauty of the **Mid-Autumn Festival** with the **spooky fun of Halloween**, creating a unique **event attracting both Asian and Western audiences**. Imagine streets lined with lanterns casting eerie shadows, spooky folklore performances, and moonlit trick-or-treating with a cultural twist. It's an enchanting mix of family-friendly fun and ghostly thrills, **perfect for all ages!**

SCHEDULED EVENTS & ACTIVITIES



NIGHT MARKET

CULTURAL FOOD VENDORS



CULTURAL

PERFORMANCES

SPOOKY LION DANCE



MOVIE SCREENING

SPOOKY ASIAN CLASSICS



INTERACTIVE FUN

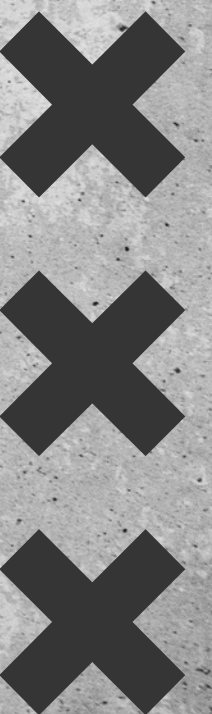
BULL RIDING &
BOUNCY HOUSES



**ALL-AGES
WELCOME**

WHY PARTNER WITH US?

- Be part of a unique cultural event blending traditional Asian heritage & Halloween fun
- Support Youth-Led Community Impact
- Boost brand visibility
- Make a lasting impact on local cultural representation



PAST EVENTS

SEE MORE PAST EVENTS ON OUR
SOCIAL MEDIA: @TAOOF TOMORROW
WWW.TAOOFTOMORROW.ORG



COMMUNITY HEALTH & WELLNESS EVENTS

SANTA ANA, CA



PICKLEBALL FOR A CAUSE TOURNAMENT

LONG BEACH, CA

PAST EVENTS

SEE MORE PAST EVENTS ON OUR
SOCIAL MEDIA: @TAONEXTGEN
WWW.TAONEXTGEN.ORG



**LUNAR LEGACY:
HONORING OUR ROOTS**
WILDOMAR, CA



**PAST COMMUNITY
PARTNERSHIP EVENTS**
OC / LA COUNTY



POTENTIAL MEDIA COVERAGE

Baron News



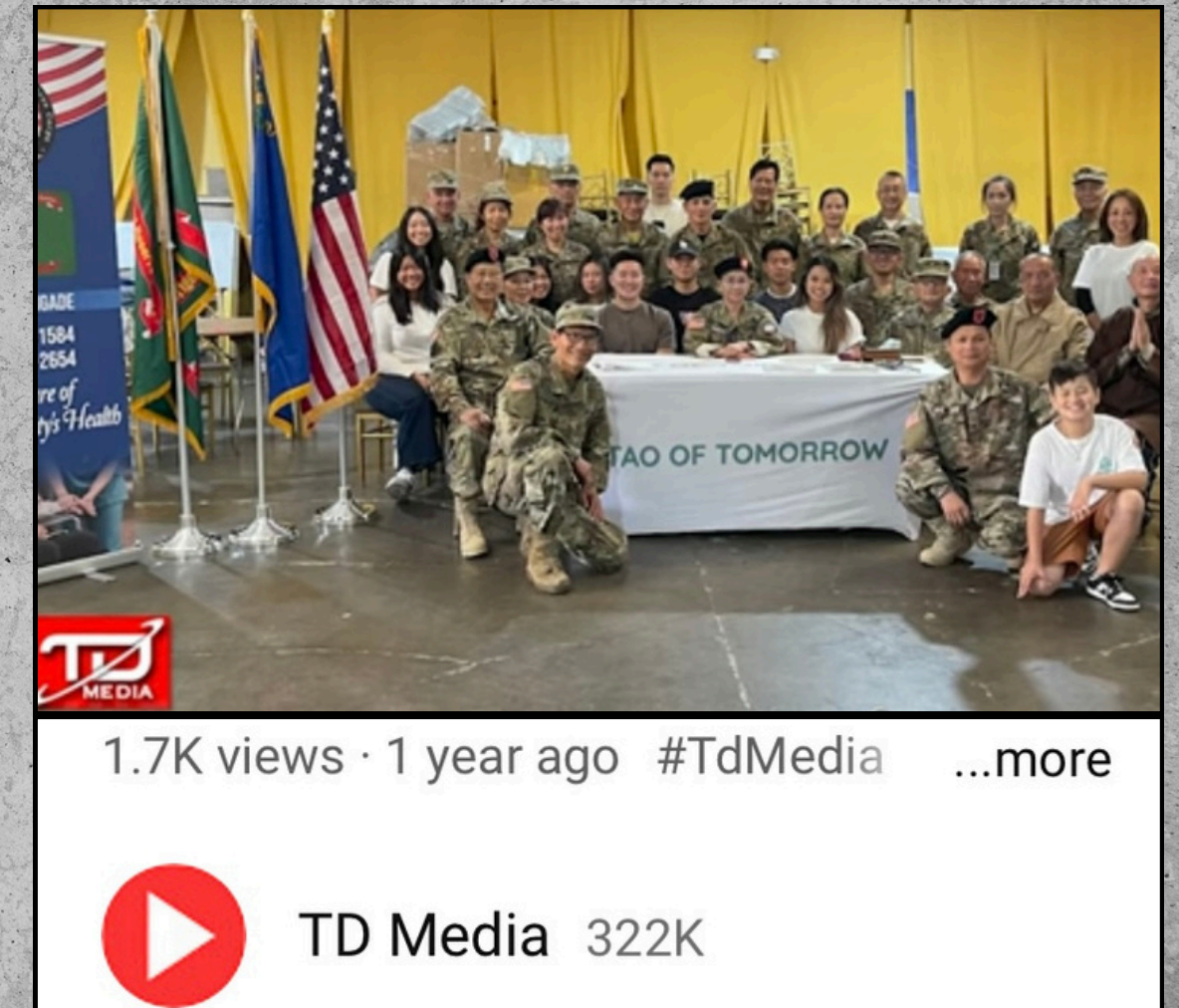
VOICE *of* OC

ORANGE COUNTY'S NONPROFIT NEWSROOM

THE ORANGE COUNTY
REGISTER



PAST MEDIA COVERAGE





PARTNERSHIP OPPORTUNITIES

A person in traditional East Asian clothing is seated and playing a guqin, a traditional Chinese zither. The scene is set at night, with several glowing paper lanterns hanging in the background, creating a warm and atmospheric setting. The person is positioned in the center-left of the frame, and the guqin is held horizontally across their lap. The lanterns are of various shapes and sizes, some round and some rectangular, all emitting a soft, yellow light. The background is dark, with some foliage visible on the right side.

EXPERIENCES

Bring your brand to life with an experience booth at our Mid-Autumn Festival, where hundreds of attendees from the AAPI community come together to celebrate culture, connection, and creativity. Whether it's an interactive demo, photo op, product sampling, or cultural activity, your booth will offer a hands-on way to engage festival-goers while aligning your brand with a meaningful, youth-led nonprofit event. This is more than visibility—it's a chance to create lasting impressions through authentic, culturally resonant experiences.

FOOD

Bring your authentic Asian flavors to the spotlight at our Mid-Autumn Festival in Orange County—a cultural celebration centered on traditional foods, community, and AAPI pride. We're seeking food vendors who specialize in authentic Asian cuisine to help create a meaningful, delicious experience for festival-goers celebrating their heritage and discovering new tastes. This is your chance to connect with a passionate audience, boost sales, and be part of a nonprofit-led event that honors and uplifts the AAPI community. Vendors will be highlighted in our marketing, social media, and press outreach as key partners in this celebration of culture through food.



BRANDED CONTENT

Partner with us to showcase your brand directly to the vibrant AAPI community through sponsored booths, branded content, and fresh, engaging activations. This culturally rich event draws hundreds of attendees eager to connect with authentic Asian heritage and discover products and services that celebrate and support their identity. As a sponsor, you'll gain valuable exposure through event promotions, social media campaigns, and press coverage, positioning your brand as a trusted supporter of the AAPI community while creating meaningful, memorable experiences for festival-goers.

PAST PARTNERSHIPS & SPONSORS



PARTNERSHIP BENEFITS

PROMOTIONAL OFFICIAL FESTIVAL SPONSOR

Right to utilize TNG Lunar Legacies Festival IP for promotional purposes on brand marketing channels (*pending festival approval*).

DIGITAL

Social posts highlighting the partnership from official TNG Lunar Legacies social platforms

Logo placement on TNG website and newsletter within sponsor section

EXPERIENTIAL

Custom experiential activation located in a high traffic area on festival grounds

LICENSING

Ability to create licensed product for retail/promotional purposes

TICKETS

Package of event tickets

SPONSORSHIP PACKAGES

In-Kind Value-Based Sponsorship

- Logo or name on website (value \$500+)
- Social media thank you shout-out
- Admission tickets and possible booth space (based on in-kind value)
- Custom recognition based on tier value

Silver Tier \$500

- Sponsor name listed on the festival website
- Sponsor name listed on promotional materials
- (5) skip the line event admission tickets
- (1) VIP parking permit

Gold Tier \$1,500

- 10'x10' booth at secondary prime location
- Sponsor logo listed on all promotional materials
- Sponsor logo on festival website for 6 months
- (2) banner displays near the front gate
- (5) skip the line event admission tickets
- (2) VIP admission tickets
- (2) VIP parking permits
- Sponsor mention in one social media post

Platinum Tier \$4,000

- 10'x10' booth at prime location on event grounds
- Large sponsor logo listed on all promotional material
- Large sponsor logo on the festival website for 1 year
- (10) skip-the-line festival admission tickets
- (2) VIP admission tickets
- (2) VIP parking permits
- Half-page ad in the festival magazine
- Sponsor featured in email newsletter and social media post
- (5) mentions on local radio or news media

VENDOR PACKAGES

Early Bird Special: sign up before August 1st
and save \$100* off a tiered vendor package

BASIC \$300

- 10x10 space
- Access to power outlet within 25 ft. of booth
- (1) canopy
- (2) chairs
- (1) table

PREMIUM \$500+

- 10x10 booth in PREMIUM location on event grounds
- Access to power outlet within 25 ft. of booth
- (1) canopy
- (2) chairs
- (1) table
- (1) VIP parking permit
- Vendor logo listed on all promotional material and social media posts

VENDOR PACKAGES



Non-Profit Organizations

Must show proof of 501(c)(3) non-profit status status

- **FREE: includes (1) table + (2) chairs**
- **No canopy included (rental price +\$100)**

Food Truck Vendors

- **\$300 Flat Fee, no canopy or chair provided**

A LA CARTE ADD-ONS



RENTAL EQUIPMENT

- Canopy — \$150
- (1) Table + (2) Chairs — \$50
- Extra Power — \$100

PROMOTIONAL MATERIAL

- Logo link on event website for 1 year — \$75
- Logo on back of 100 volunteer t-shirts — \$100
- Logo on event ad in newspapers — \$200
- Social media post — \$60
- Logo display on ticket booth windows — \$60
- Banner display (stage, gates, food court) — \$100

- Parking Hangtags
(2-day) — \$10 ea

PROGRAM BOOK ADS (PRINTS):

- Half-page color — \$150
- Full page color — \$200



VENDOR INQUIRIES



SPONSORSHIP
APPLICATION



SIGN UP

Follow us on social media!
@taoof tomorrow | @taonextgen



TAO OF TOMORROW

info@taooftomorrow.org
www.taooftomorrow.org

Event Coordinators

Dalena: dalena@taooftomorrow.org | **Daniel:** daniel@taooftomorrow.org

Follow us on social media! **@taooftomorrow @taonextgen**

CONTACT



TAO
NEXT GEN

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