

# About Us

Founded in 1994 by local businesses and property owners, the **Chinatown-International District Business Improvement Area (CIDBIA)** is one of ten business improvement areas in Seattle. As a non-profit organization, the CIDBIA works to improve and promote Seattle's historic Chinatown-International District as a welcoming, clean, and safe neighborhood through sanitation coordination, public safety coordination, marketing and events, and advocating for general quality of life issues.

Events are critical fundraising opportunities for CIDBIA. All funds generated through event sponsorships are placed right back into our sanitation, public safety, and marketing programs to create a clean, safe, and welcoming community. This cannot be done without your generosity and support.

CIDBIA strives to bring back the community aspect of what free festivals and events mean to the Chinatown-International District neighborhood in its many years of being the catalyst for significant cultural moments in Seattle. We hope to continue uncovering unique and equitable ways to build this community, together.



## Vision

Be a well-known and respected neighborhood that is clean, vibrant, and inviting for all while preserving the unique history and cultural heritage.



## Mission

To ensure a clean and welcoming district and together with our partners, advocate for an increase in public safety and a healthy environment for businesses and the community.

# Lunar New Year Festival



CHINATOWN-  
INTERNATIONAL  
DISTRICT BUSINESS  
IMPROVEMENT AREA

**Date: February 22nd, 2025**

**Day: Saturday**

**Time: 11:00am – 4:00pm**

Welcome to CIDBIA's annual Lunar New Year Celebration. 2025 marks the Year of the Snake! Vendor booths line the streets, live performances and music throughout the main stage at Hing Hay Park, families walk along S. King St., and you can truly feel the atmosphere of this cultural intersection. Along with the street festival, CIDBIA will be hosting the annual \$6 LNY Food Walk.

Lunar New Year celebrates the beginning of a new year on the traditional lunar calendar. Cultures across Asia celebrate Lunar New Year with their own varied customs and traditions. Each year, the lunar calendar is represented by one of the 12 zodiacs – which are Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog, and Pig.

[Lunar New Year Festival in the News](#)



## Event Highlights

\$6 Food Walk - Explore 45+ restaurants and win prizes

---

9,000 Attendees

---

80+ Local food and vendors

---

Free for everyone and fun for the whole family

# LNy Sponsorship Packages



## Community Package

Referenced at Main Stage

Recognized in event promotional ads

Small logo printed on event materials

Small logo printed on event Tshirts

Recognized on social media

Name listed on event website

**\$2,000**



## Impact Package

10x10 table at event

Referenced at Main Stage

Recognized in event promotional ads

Medium logo printed on event materials

Medium logo printed on event Tshirts

Recognized on social media

Logo on event website

**\$5,000**



## Presenting Package

10x20 table at event

Presenting sponsor podium announcement + multiple references

Recognized in event promotional ads

Large logo printed on event materials

Large logo printed on event Tshirts

Recognized on social media

Large linked logo on event website

**\$25,000**







**Let's make a  
sponsorship package  
that works for you.  
Email us to chat.**

## **Contact**

**Email**      [gina@cidbia.org](mailto:gina@cidbia.org)

**Phone**      206-605-7565

**Website**    [www.cidbia.org](http://www.cidbia.org) // [www.seattlechinatownid.com](http://www.seattlechinatownid.com)

**Address**    409B Maynard Ave S, Seattle, WA  
98104